

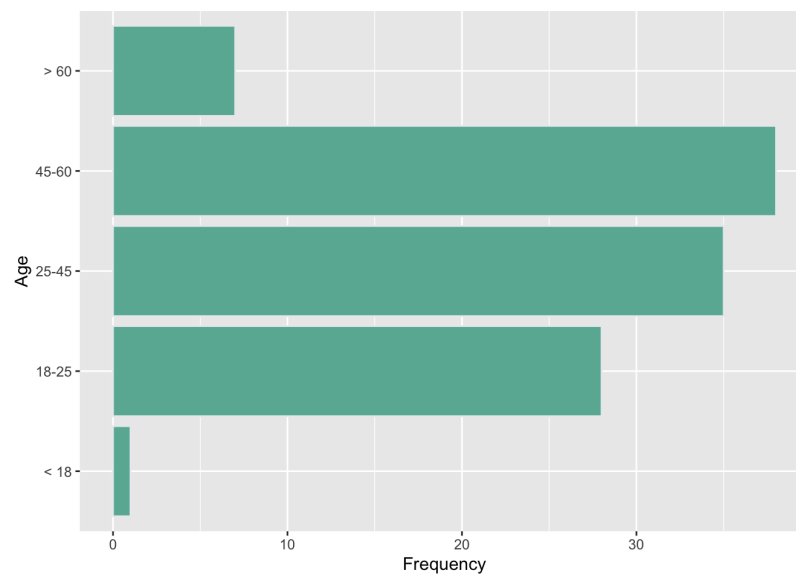
# Thesis survey

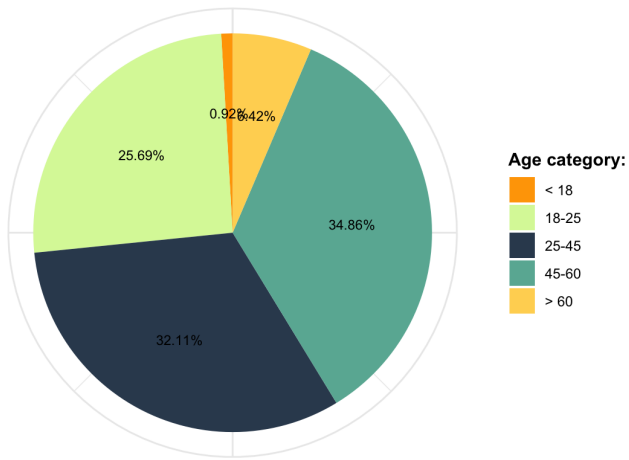
03 March, 2021

## Univariate descriptions - Categorical variables

### Age category

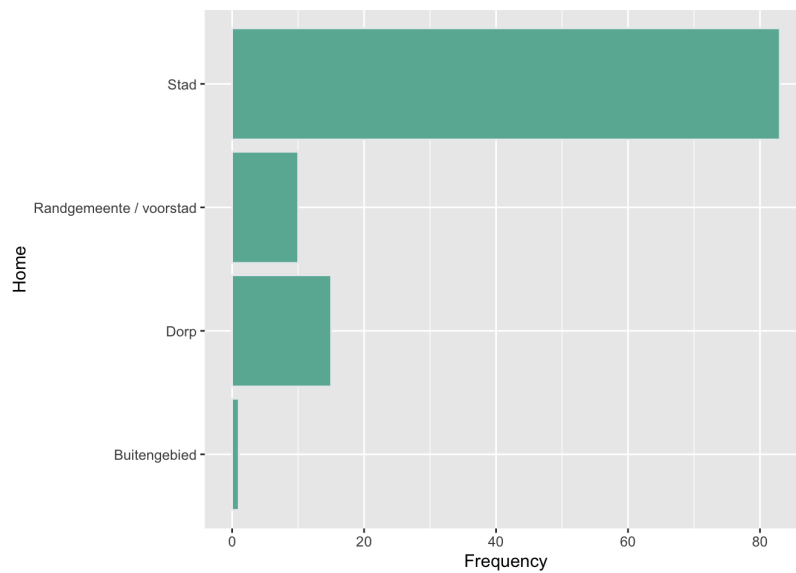
Age Category	Absolute	Relative
< 18	1	0.92%
18-25	28	25.69%
25-45	35	32.11%
45-60	38	34.86%
> 60	7	6.42%

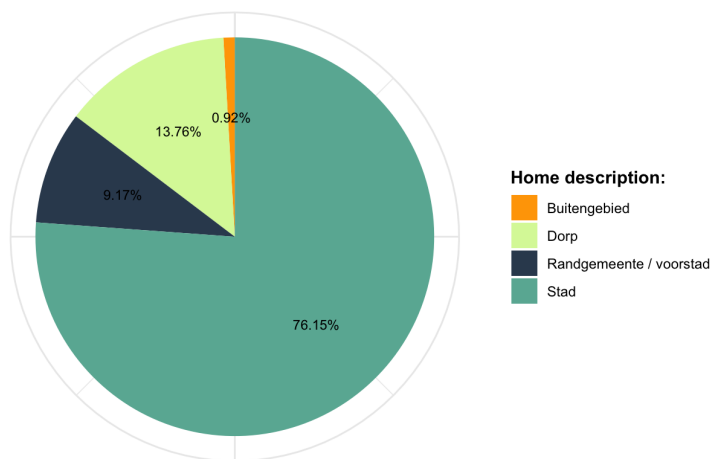




## Home

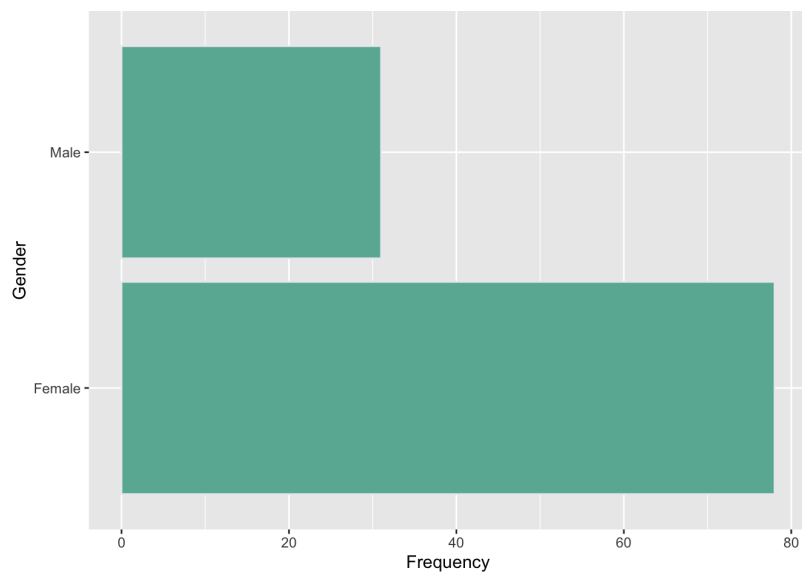
Home	Absolute	Relative
Buitengebied	1	0.92%
Dorp	15	13.76%
Randgemeente / voorstad	10	9.17%
Stad	83	76.15%

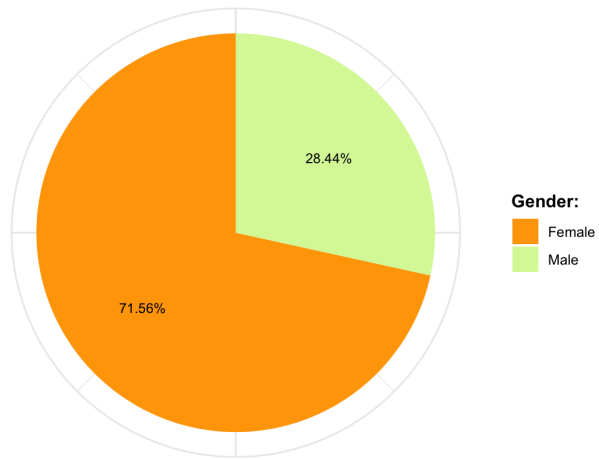




## Gender

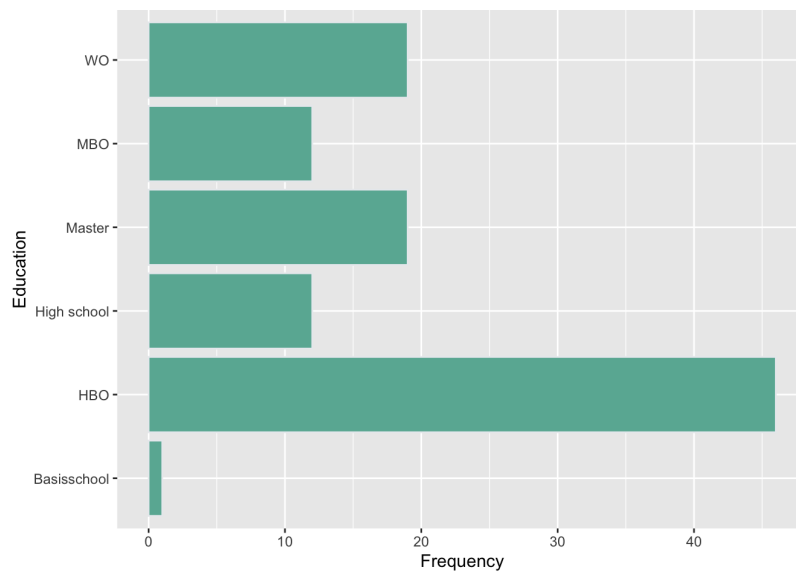
Gender	Absolute	Relative
Female	78	71.56%
Male	31	28.44%

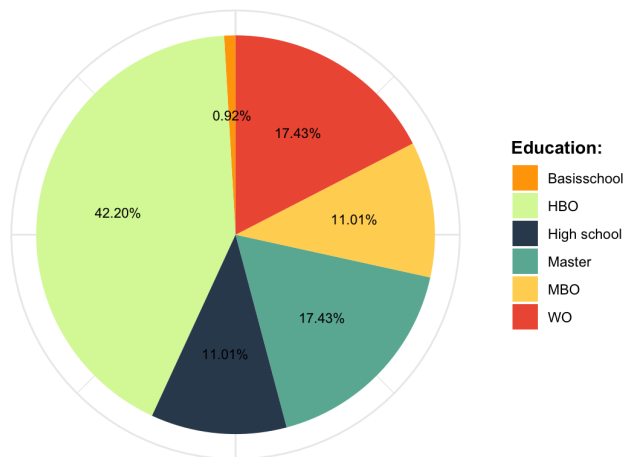




## Education

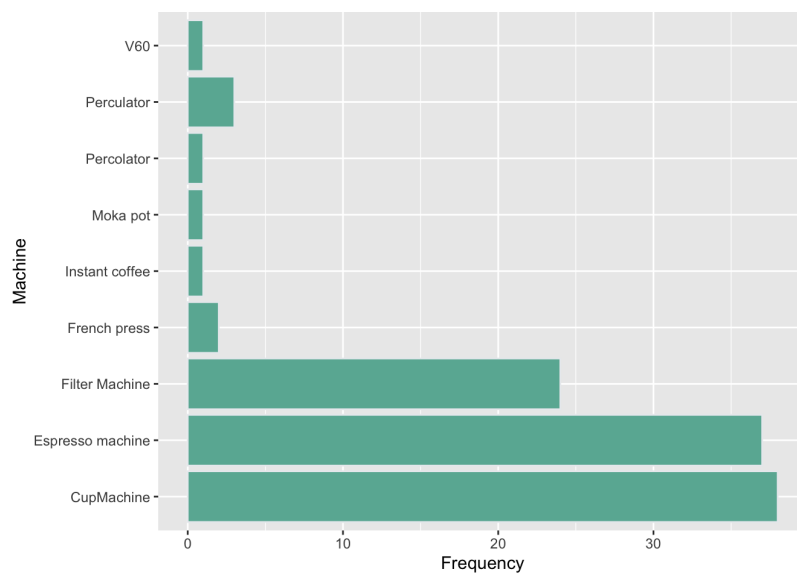
Education	Absolute	Relative
Basisschool	1	0.92%
HBO	46	42.20%
High school	12	11.01%
Master	19	17.43%
MBO	12	11.01%
WO	19	17.43%

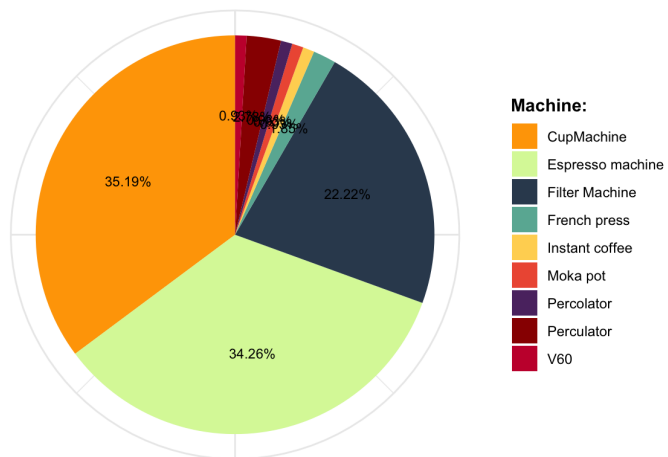




## Machine

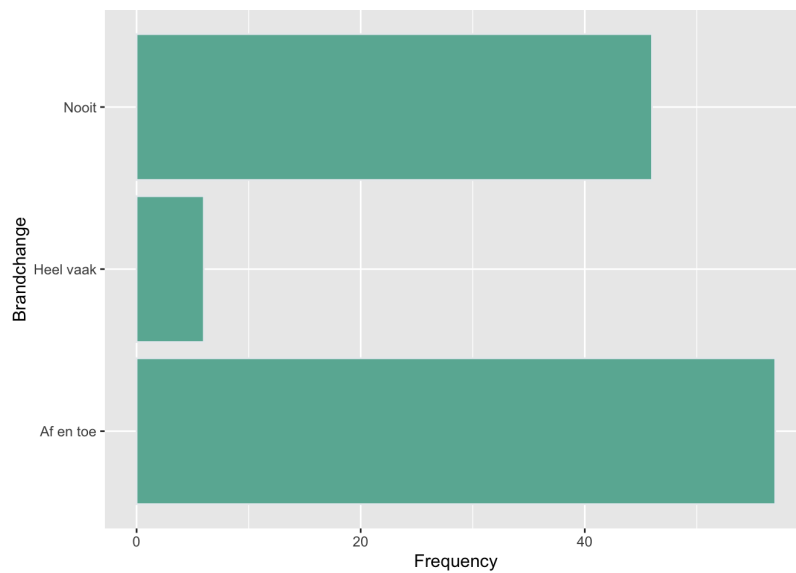
Machine	Absolute	Relative
CupMachine	38	35.19%
Espresso machine	37	34.26%
Filter Machine	24	22.22%
French press	2	1.85%
Instant coffee	1	0.93%
Moka pot	1	0.93%
Percolator	1	0.93%
Perculator	3	2.78%
V60	1	0.93%

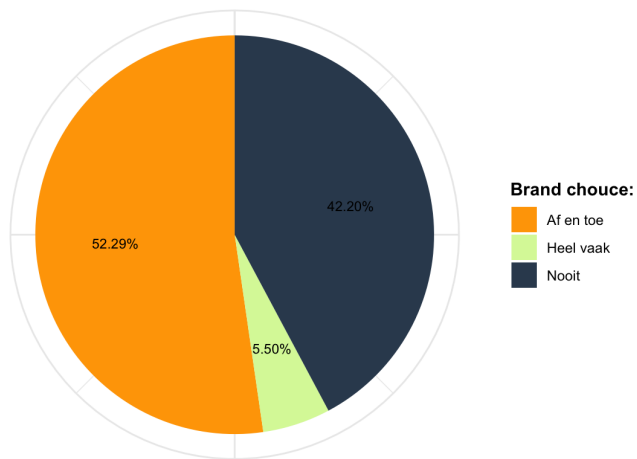




### Brand choose

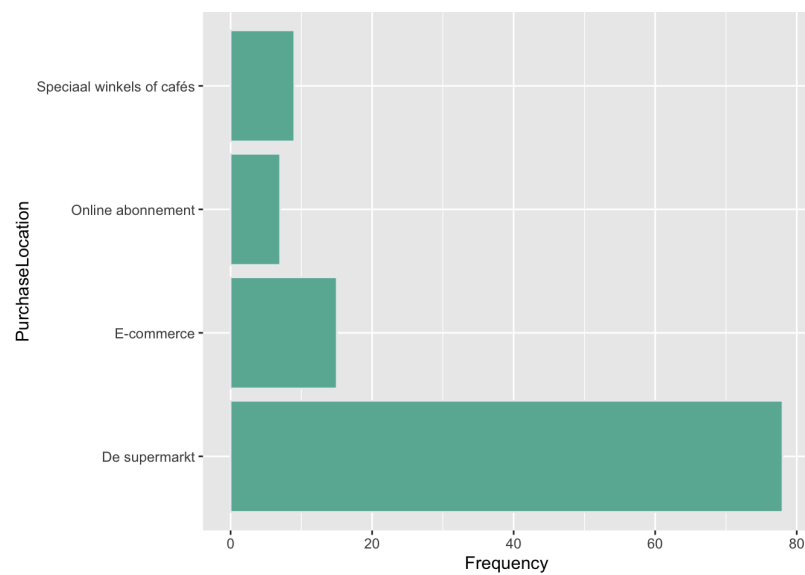
Brand choice	Absolute	Relative
Af en toe	57	52.29%
Heel vaak	6	5.50%
Nooit	46	42.20%

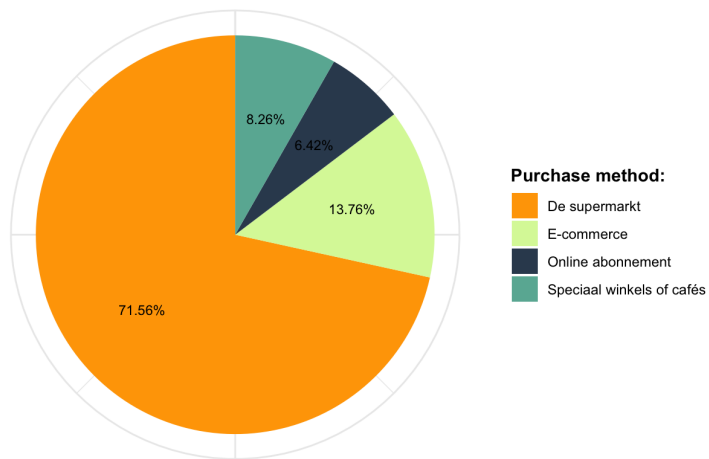




### Purchase Method

Purchase Method	Absolute	Relative
De supermarkt	78	71.56%
E-commerce	15	13.76%
Online abonnement	7	6.42%
Speciaal winkels of cafés	9	8.26%

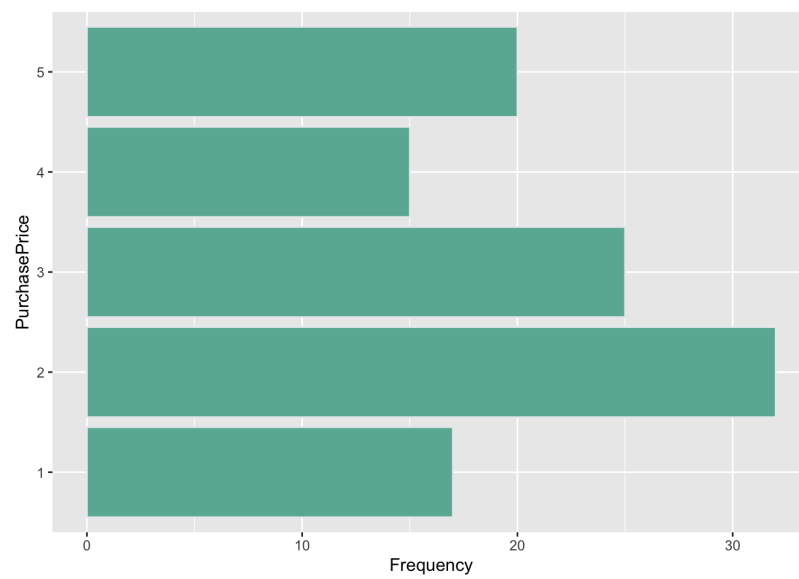




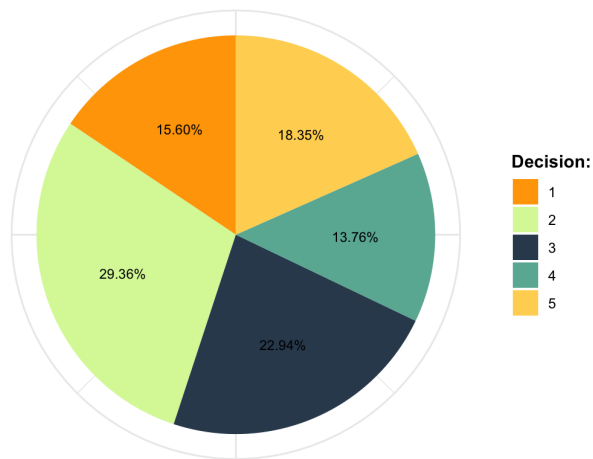
## Purchase decisions 1-5

### Price

Purchase decision Price	Absolute	Relative
1	17	15.60%
2	32	29.36%
3	25	22.94%
4	15	13.76%
5	20	18.35%

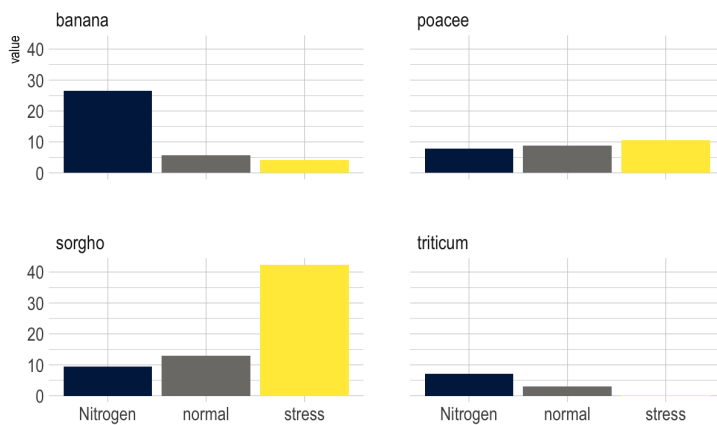






Loading required package: viridisLite

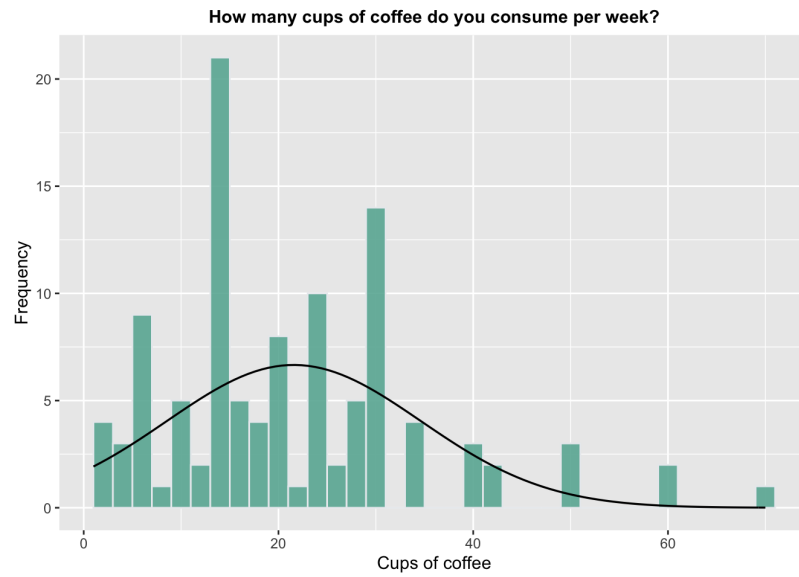
### Studying 4 species..



## Univariate descriptions - Numerical variables

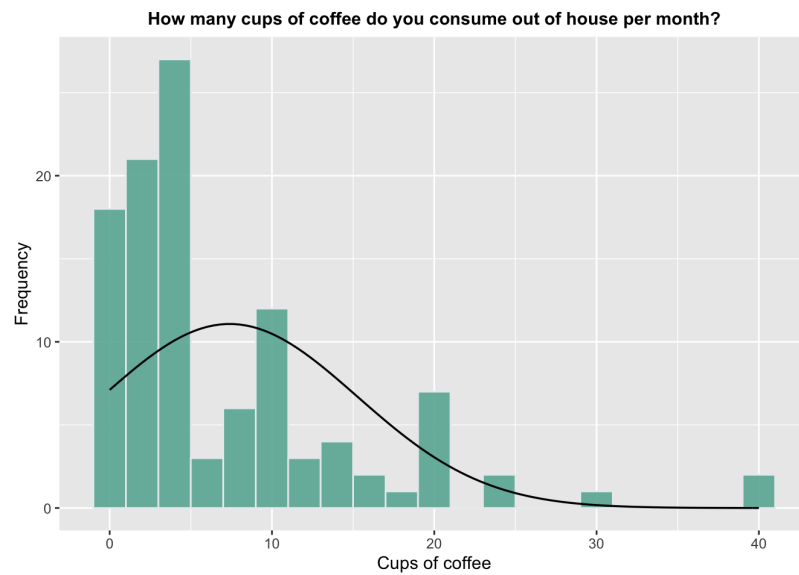
### Amount coffe consumed weekly

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
1.00	14.00	20.00	21.58	30.00	70.00



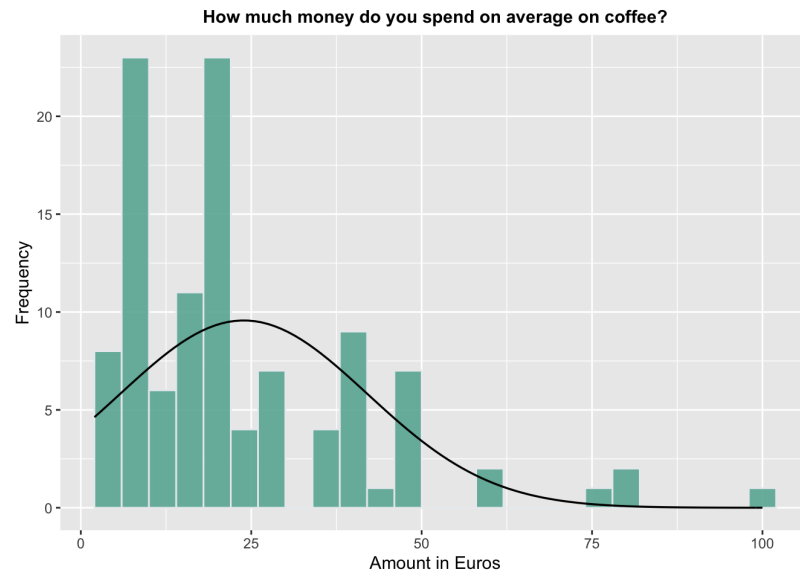
### Amount per month out of house

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
0.000	2.000	5.000	7.394	10.000	40.000



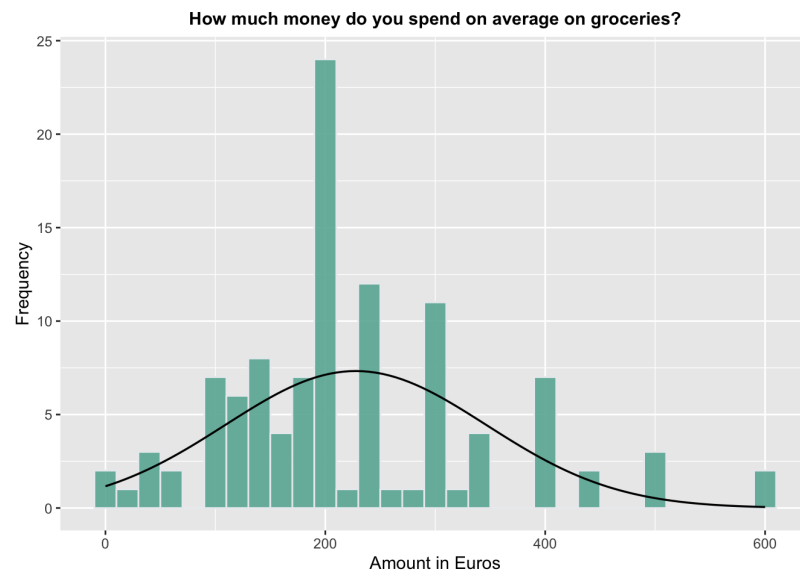
### Money coffee

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
2.0	10.0	20.0	23.9	30.0	100.0



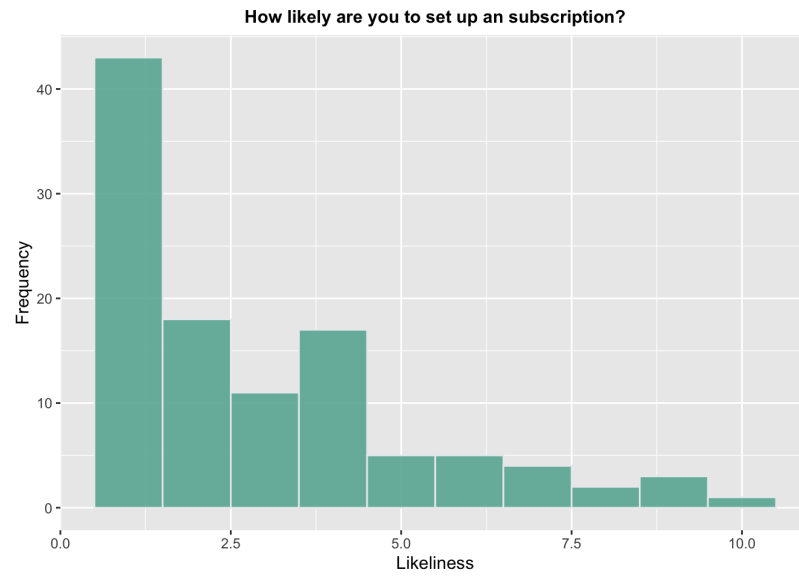
### Money groceries

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
0.0	150.0	200.0	227.7	300.0	600.0



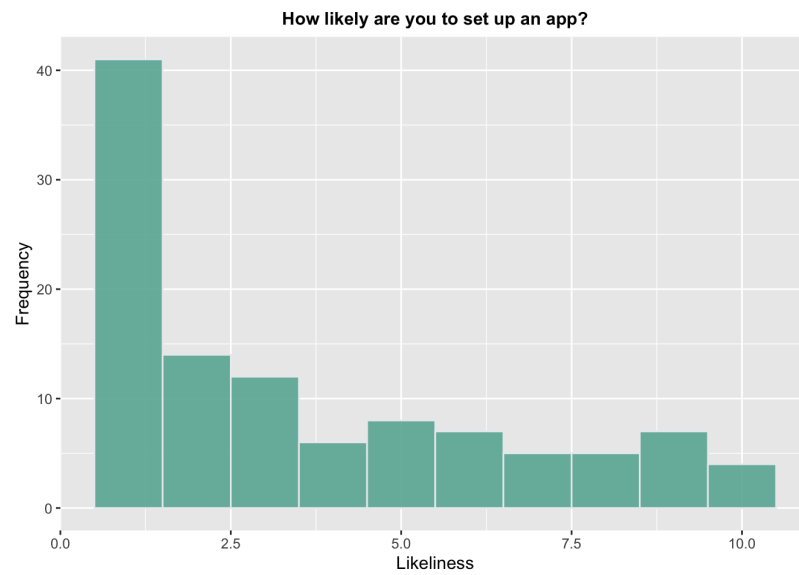
### Subscription likely

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
1.000	1.000	2.000	2.899	4.000	10.000

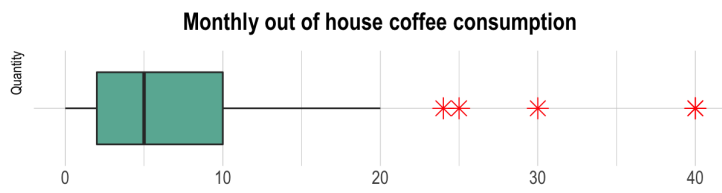
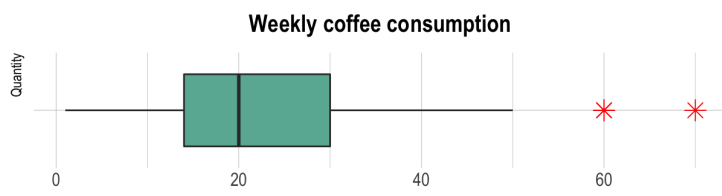


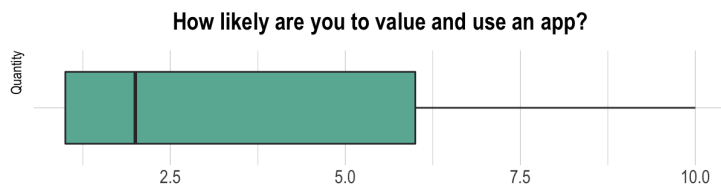
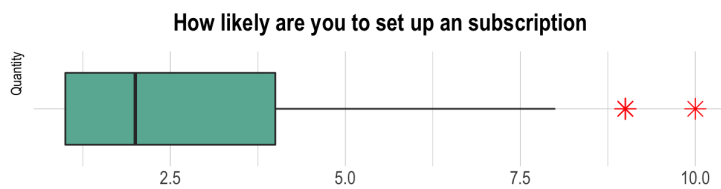
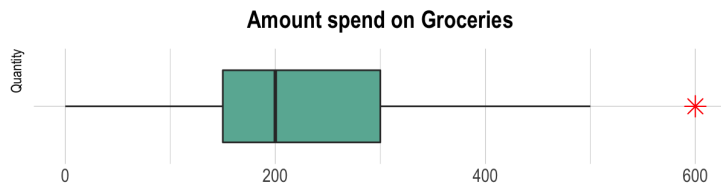
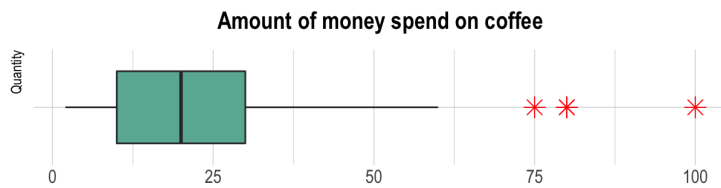
### App likely

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
1.000	1.000	2.000	3.569	6.000	10.000



### Boxplots





## Parametric testing

Age - Amount coffee drank

Pearson's Chi-squared test

```
data: AmountWeek and AgeCategory
X-squared = 208.63, df = 128, p-value = 0.000008768
```

Pearson's Chi-squared test with simulated p-value (based on 500 replicates)

```
data: AmountWeek and AgeCategory
X-squared = 208.63, df = NA, p-value = 0.03593
```

Education - Amount coffee drank

Pearson's Chi-squared test

data: AmountWeek and Education  
X-squared = 227.48, df = 160, p-value = 0.0003634

Pearson's Chi-squared test with simulated p-value (based on 500 replicates)

data: AmountWeek and Education  
X-squared = 227.48, df = NA, p-value = 0.07186

#### **Gender - Amount coffee drank**

Pearson's Chi-squared test

data: AmountWeek and Gender  
X-squared = 46.604, df = 32, p-value = 0.04601

Pearson's Chi-squared test with simulated p-value (based on 500 replicates)

data: AmountWeek and Gender  
X-squared = 46.604, df = NA, p-value = 0.02395

#### **Home - Amount coffee drank**

Pearson's Chi-squared test

data: AmountWeek and Home  
X-squared = 83.755, df = 96, p-value = 0.8094

Pearson's Chi-squared test with simulated p-value (based on 500 replicates)

data: AmountWeek and Home  
X-squared = 83.755, df = NA, p-value = 0.5729

#### **App - Age**

Pearson's Chi-squared test

data: App\_Likely and AgeCategory  
X-squared = 33.892, df = 36, p-value = 0.5692

Pearson's Chi-squared test with simulated p-value (based on 500 replicates)

data: App\_Likely and AgeCategory  
X-squared = 33.892, df = NA, p-value = 0.5509

#### **Coffee knowledge - Age**

Pearson's Chi-squared test

data: KnowledgeCoffee and AgeCategory  
X-squared = 95.989, df = 36, p-value = 0.0000002335

Pearson's Chi-squared test with simulated p-value (based on 500 replicates)

data: KnowledgeCoffee and AgeCategory  
X-squared = 95.989, df = NA, p-value = 0.01796

### Coffee knowledge - Purchase location

Pearson's Chi-squared test

data: KnowledgeCoffee and PurchaseLocation  
X-squared = 32.502, df = 27, p-value = 0.214

Pearson's Chi-squared test with simulated p-value (based on 500 replicates)

data: KnowledgeCoffee and PurchaseLocation  
X-squared = 32.502, df = NA, p-value = 0.2375

## Relationships

