This project aims to investigate the impact of boycott events on Starbucks' stock prices and trading volumes from October 2022 to May 2024. Utilizing systematic sampling, we will collect daily closing prices and trading volumes at consistent intervals and employ convenience sampling to focus on specific boycott periods starting in October 2023.

Additionally, we will examine the economic state during these periods to identify any other influencing factors on the stocks. We will conduct two hypothesis tests: one for differences in mean closing prices and another for mean trading volumes between October 2022-May 2023 and October 2023-May 2024.

Our null hypotheses state there is no difference between the means, while our alternative hypotheses suggest the means in the latter period are less than those in the former period. By incorporating regression analysis and comparative analysis with Costa Coffee, we aim to isolate the effects of boycotts from broader industry trends and economic conditions, providing insights into the sociopolitical impact on Starbucks' market performance.