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# Seoul Taco

An Analysis of Awareness and Catering Demand Among the Greek Community and  
Suggested Recommendations

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## Executive Summary

### Research Methods

- Survey research
- Systematic quota sampling
  - Every 5<sup>th</sup> person
  - 50% sorority and 50% fraternity
- Screened for being in a fraternity/sorority and non-freshman
- 1 page blue and red questionnaires
- 5 separate data collection locations
- Minimum of 10 respondents per location

### Key Findings

Seoul Taco's awareness among Greek students is high. Eighty-three percent said they have heard about Seoul Taco before. In regards to its' location, 60% of Greek students knew where it was located. Word of mouth was the biggest (33%) way people hear about new local restaurants while social media followed second with 27%.

The attitudes towards Seoul Taco are good in that 92% of respondents are somewhat likely or very likely to recommend Seoul Taco.

For catering, 52% of fraternity members said that they were likely to choose Seoul Taco as a catering service. Thirty-five percent of sorority members were likely to choose Seoul Taco. Fraternities and sororities both having in-house catering 9-10 times per semester.

### Recommendations

Increase posts on Facebook for Columbia location. Create Twitter and Instagram accounts for the Columbia location.

Increase print advertisements around Mizzou's campus and downtown Columbia.

Pursue catering with both fraternities and sororities.

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# Background & Objectives

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## Background & Objectives

# Why is the Study being Conducted?

Seoul Taco wants to increase connectivity with the Greek community but does not know the most effective way to accomplish this goal.

The client wants to find out the most effective and efficient way to increase overall awareness and connectivity with the Greek community at the University of Missouri. The main issue at the time being, according to General Manager Jack Fechter, is the lack of advertising. Seoul Taco primarily advertises on social media and most posts are for the St. Louis location and food truck

The client relies heavily on word-of-mouth advertising. While he feels that it is a useful advertising resource, this medium does not reach the entirety of Seoul Taco's target market.

In addition to general awareness and forms of advertising, the client would also like to know if it should target the Greek community for catering services. More specifically, whether fraternities or sororities would be the most profitable and effective client to serve.

**“Our main goal is to bring in new customers and expand the Seoul Taco brand”**

## Background & Objectives

# Local Market

Among the various competitors in the area, the awareness portion of the study focused on a comparison of two businesses in conjunction with Seoul Taco: Pizza Tree and Wingin Out. The purpose of choosing these two competitors is that both are also new to the market and their main target market is the college community in Columbia. All three strive to take advantage of the late night food scene in the downtown Columbia area.

Seoul Taco wants to penetrate a market that is highly competitive and saturated, but has a high potential for great returns and sustainability.



## Background & Objectives

# Statement of Project Objectives

The overall objective to be accomplished by this project is to determine awareness and connectivity with the Greek community at the University of Missouri and the best avenues to increase market penetration. In addition, Seoul Taco would like to determine if targeting the Greek community for catering would be worthwhile and to decide which type of organization, fraternity or sorority, would be the better client.



## Background & Objectives

# Research Questions to be Answered

What is the most important factor in determining where consumers in the Greek community dine?

How important is print advertising and promotion compared to social media in regards to awareness?

To what extent is the Greek community aware of Seoul Taco?

How often, and at what times, does the Greek community dine at Seoul Taco?

What is the Greek community's overall attitudes toward Seoul Taco?

Who is more likely to use Seoul Taco as a catering service, fraternities or sororities?

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# Methods Used to Obtain Information

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## Methods Used to Obtain Information

# Development and Description of Questionnaire

The data collection method used to obtain the necessary information to answer the research questions was a questionnaire.

The questionnaire was developed after brainstorming several potential questions for each research question. It was developed on the basis of local restaurant awareness for downtown restaurants in Columbia, MO. The questionnaire was then pretested by 10 friends, roommates and others who edited it for grammar and spelling errors. After determining that each question was essential to the research questions, the questionnaire was revised and finalized.

The survey was 19 questions and was printed on an 8.5x11in piece of paper, front and back. The color of the surveys alternated between red and blue, the colors in the Seoul Taco logo.

The title of the survey was “Restaurant Awareness Survey”. The nonspecific title was selected to keep the name of the client from creating a bias among respondents. The content of the questionnaire had a nice, organized flow.

The survey started with general questions about what Greek students look for when choosing to go to a restaurant. This includes the most important factors of how they become aware of new local restaurants and what restaurants they followed on social media.

The questions became more specific and asked if they had ever heard about Seoul Taco, where it was located, if they had been there, and if they would recommend it.

The last section asked respondents how likely they were to choose Seoul Taco as a catering service, followed by asking what meals and events they would be most likely to have Seoul Taco cater for. The final two questions were the demographic questions. The respondent was asked to determine if they were in a fraternity or a sorority and what year in school they were.

## Data Collection Stations

# Data Collection Method and Sampling Plan

Data was collected in five different spots throughout Greek Town between Friday, October 9 and Tuesday, October 20, 2015.

On Mondays, the research team stood at the corner of Tiger Avenue and Rollins Street (TR) from 11:00am to 2:00pm.

On Tuesdays, the team stood at the corner of Richmond Avenue and Rollins Street (RR) from 12:00pm to 2:00pm.

On Wednesdays, the researchers stood at Richmond Avenue and Burnam Avenue (RB) from 11:00am to 2:00pm.

On Thursdays, the team was stationed across the street from Stankowski Field (SS) from 12:00pm to 2:00pm.

On Fridays, the research team stood on the corner of Burnam Avenue and Curtis Avenue (BC) from 11:00am to 2:00pm.



## Data Collection Goals

- 10 completed questionnaires each hour the team was surveying.
- If 10 surveys were not completed in the allotted time frame, the team would make up for it at other locations.
- The research team aimed to get 50% of the responses from fraternity members and 50% from sorority members.
- During each time period, the researchers systematically sampled all student passers-by until the Greek affiliation quotas were achieved.
- Every fifth passers-by was approached and asked to participate in the study.
- Those that agreed to participate were then asked two screener questions.
- The first screener question asked if he/she belonged to a Greek organization at the University of Missouri.
- The second question was what year in school they were.
- A “no” response to the first question disqualified the respondent from taking the survey.
- Any potential respondent that said they were a freshman when asked the second question was disqualified from participating.
- The researchers felt that freshmen would not be knowledgeable enough to complete the survey due to their limited residency in Columbia.

## Demographics & Response Statistics

- Sample Size: 120 respondents
- Number of respondents surveyed at each location:
  - TR: 20
  - RR: 15
  - RB: 16
  - SS: 28
  - BC: 28
- Response Rate: 41.7%
- Number Unqualified: 33
- Number of Refusals: 214

Figure 1  
Organization Demographics

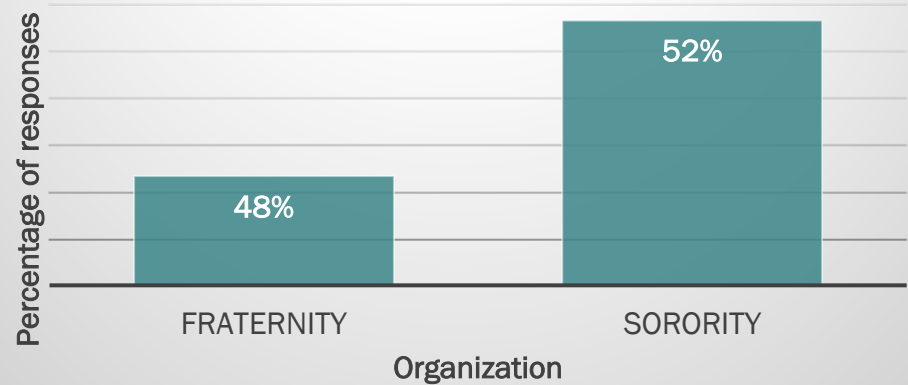
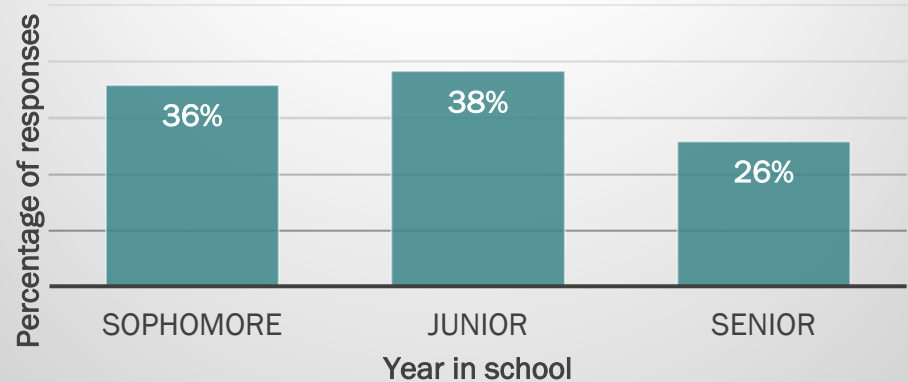


Figure 2  
Year in School Demographics



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# Results

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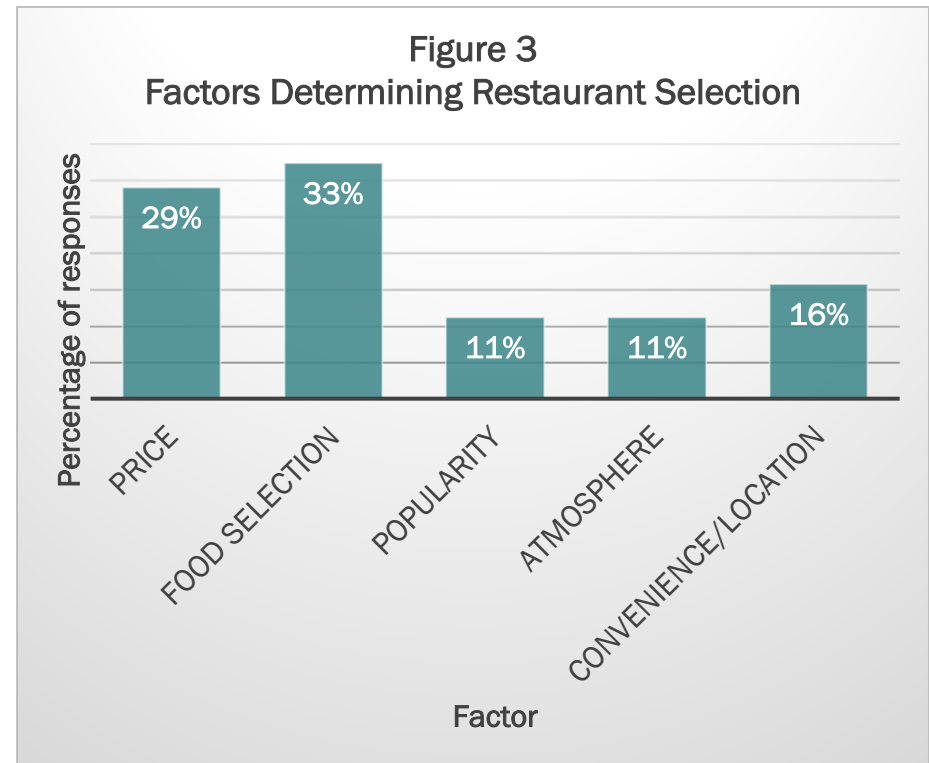


## Consumer Decision Making

# What is the most important factor in determining where consumers in the Greek community dine?

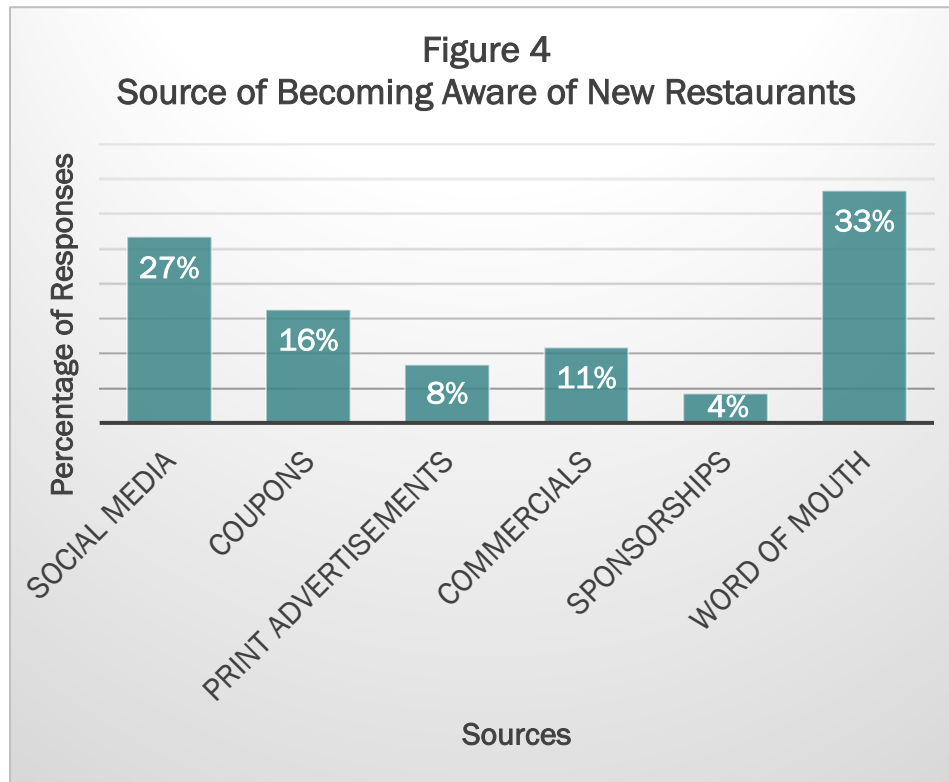
The first question of the survey asked the respondent to identify the top two determining factors when selecting a restaurant to dine at.

The most important factor the respondents identified was food selection, which accounted for 33% of the total responses. Price was the second most important factor in determining restaurant selection at 29% of the responses.



## Social Media

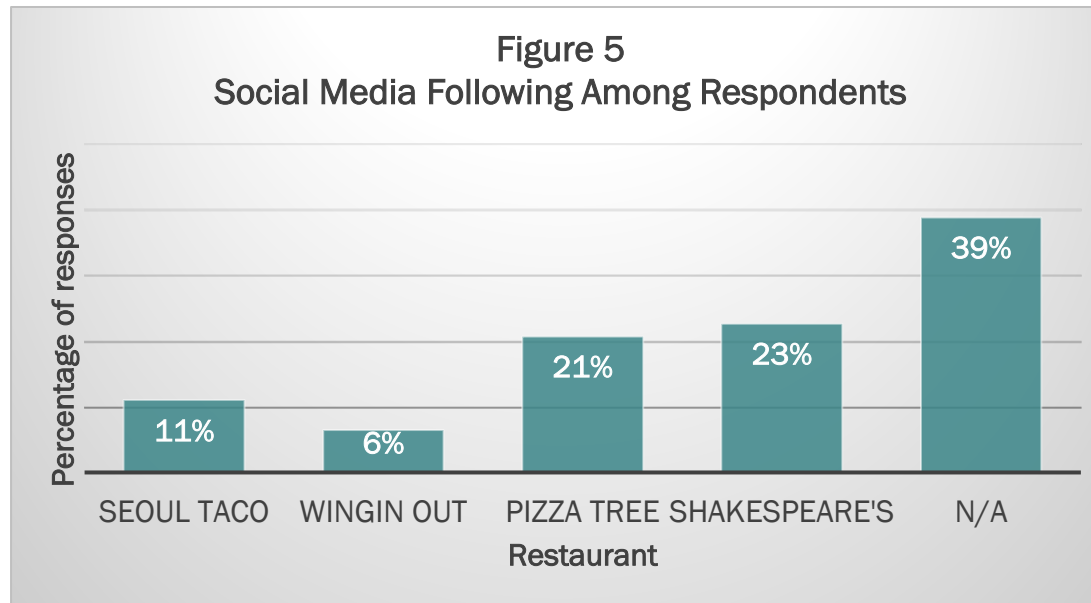
How important is print advertising and promotion compared to social media in regards to awareness?



The second question on the survey asked respondents to pick their top two sources of becoming aware of new restaurants.

As the client had assumed, the most common source of becoming aware of new restaurants is through word-of-mouth advertising, as 33% of the responses proved. The second most common source of awareness was social media at 27% of the total responses.

## Social Media



The third question asked on the survey was for respondents to select which of the four restaurants listed that they followed on any social media platform; the respondents could select more than one answer.

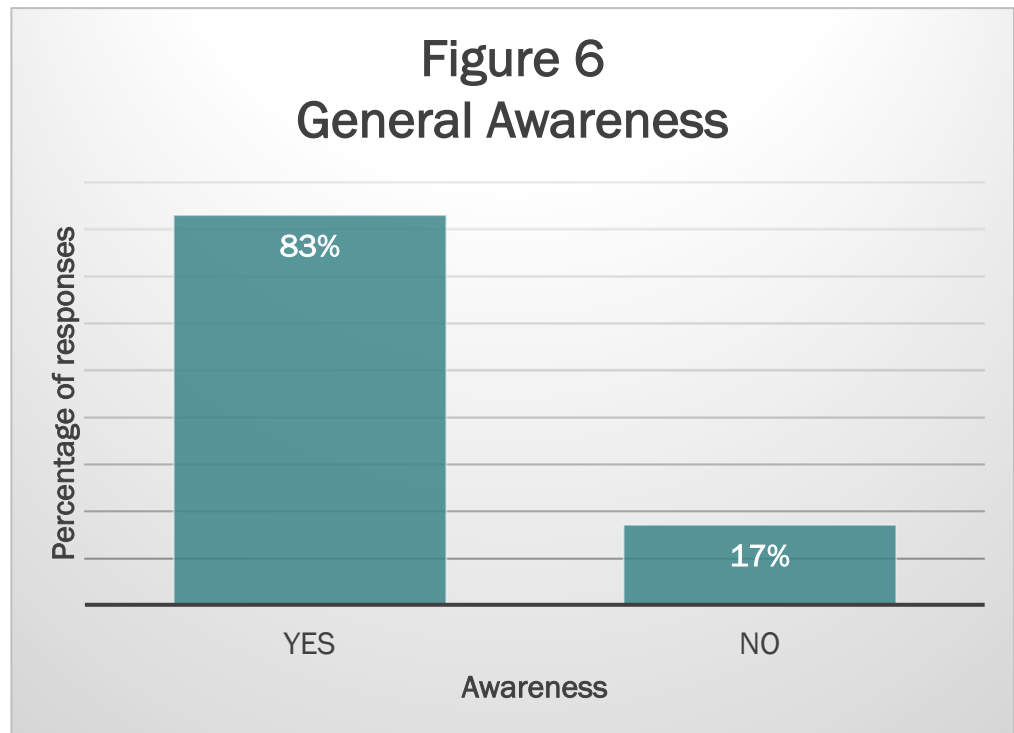
The restaurants listed were chosen based on competition that was new to the market (Seoul Taco, Wingin Out, and Pizza Tree) and competition that was established in the market (Shakespeare's). The statistical analysis found that nearly 40% of respondents did not follow any of the restaurants listed and that the established competition was only followed by 23% of the respondents. Of the new competition in the market, Pizza Tree had the highest social media following with 10% more of a following than the client.

## Awareness

# Have you ever heard of Seoul Taco?

The first question about general awareness on the survey asked if the respondent had ever heard of Seoul Taco.

Overall, the general awareness figures came back positive. The analysis showed that 83% of the respondents have heard of Seoul Taco. When applied to the general target population of the Greek community, the awareness level can range between 76% to upwards of 89%.

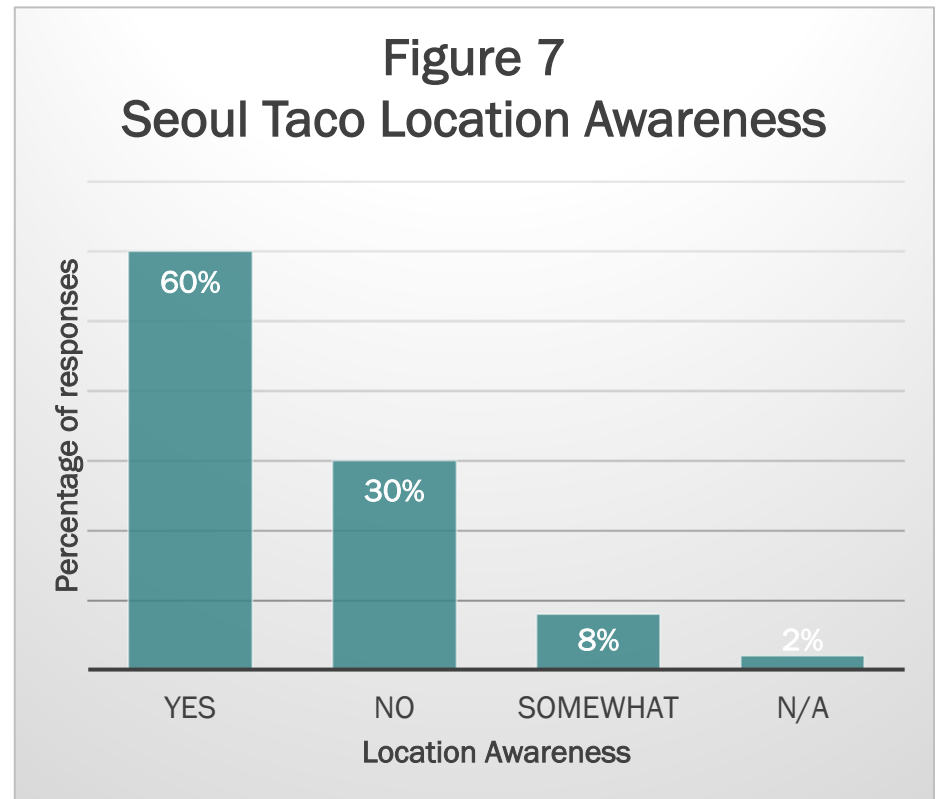


## Awareness

# Do you know where Seoul Taco is Located?

The second awareness question on the survey asked the respondents if they knew where Seoul Taco was located.

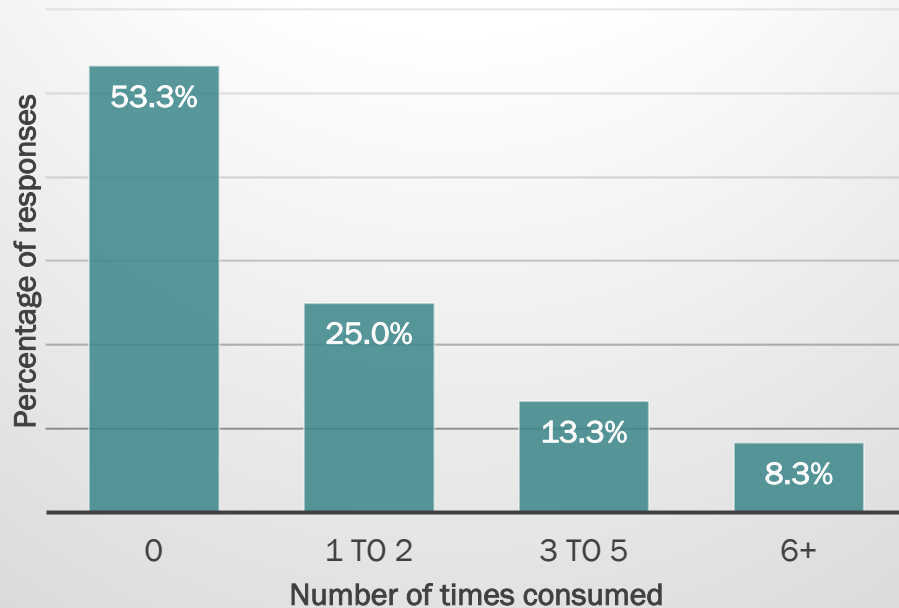
The response received from the location awareness question was slightly lower than the general awareness response, but was still positive overall. The data analysis showed that 68% of respondents either knew somewhat or exactly where Seoul Taco is located. However, the 30% of people who do not know where Seoul Taco is located is nearly double the amount of respondents who were not aware of the restaurant at all.



## Dining Analysis

# How many times have you eaten at Seoul Taco?

**Figure 8**  
**Dining Numbers**



After awareness, the next question on the survey asked the respondent how many times they have eaten at Seoul Taco.

The dining numbers that were found during data analysis did not coincide as well with the awareness numbers. More than half of the respondents said that they had never eaten at Seoul Taco. Furthermore, 25% of the respondents had eaten there only 1 or 2 times.

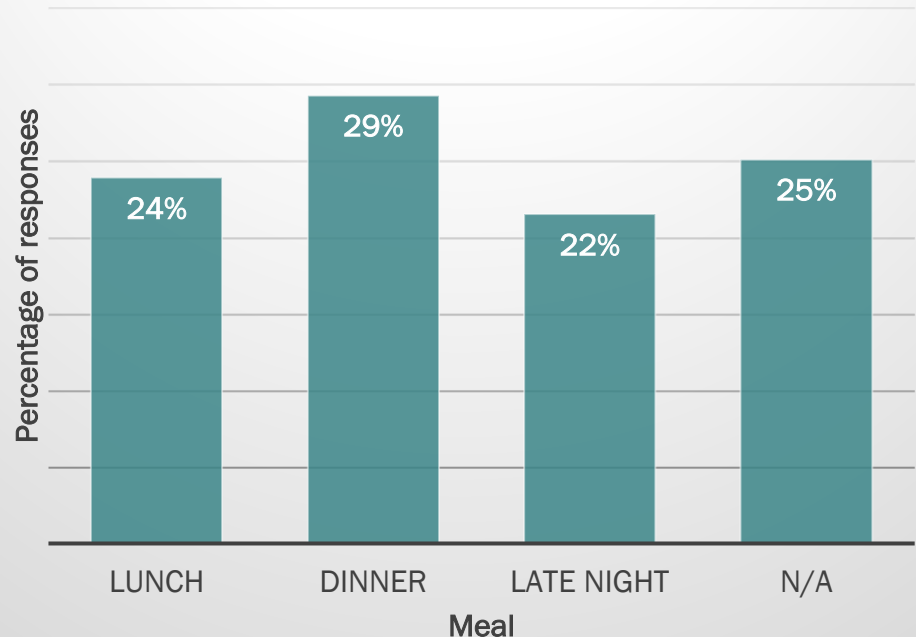
## Dining Analysis

# Which meals are you most likely to eat at Seoul Taco?

In addition to the number of times the respondent had eaten at Seoul Taco, the survey also asked which meal they were most likely to have at Seoul Taco.

The distribution of preference for the meal in which the respondent would choose to have Seoul Taco for was fairly equal across all levels. The majority of the respondents said that they would choose dinner as the ideal time to dine at Seoul Taco. The next most popular meal time was lunch, with almost a quarter of respondents choosing this.

**Figure 9**  
**Consumer Meal Preference**

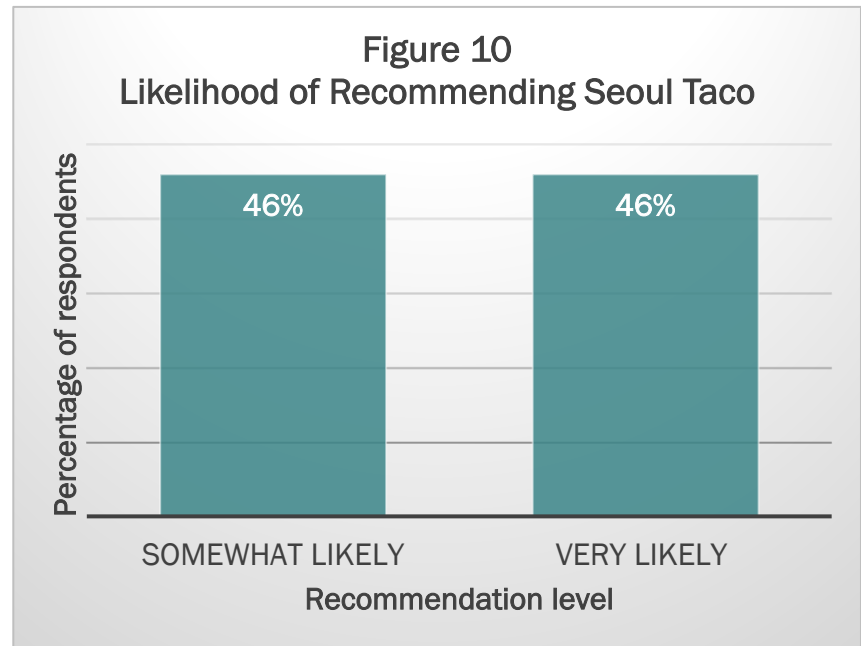


## Consumer Attitudes

# How likely are you to recommend Seoul Taco?

The survey asked two questions on their general attitude towards Seoul Taco.

The first question regarding consumer attitudes asked the likelihood of the respondent recommending Seoul Taco. Overall, the results were extremely positive, with over 90% of respondents saying they were somewhat to very likely to recommend the client. The second question about the attitudes of the respondent was open-ended and asked them to describe their last experience at Seoul Taco. For the most part, the responses were positive with 88% saying they had a good or enjoyable experience. The responses did have some interesting characteristics in that 6% were of a miscellaneous category. Analysis of the responses found that a handful of consumers talked about the donut they had or said something in relation to Strange Donuts, which may be something the client needs to address.



“I liked the donut”

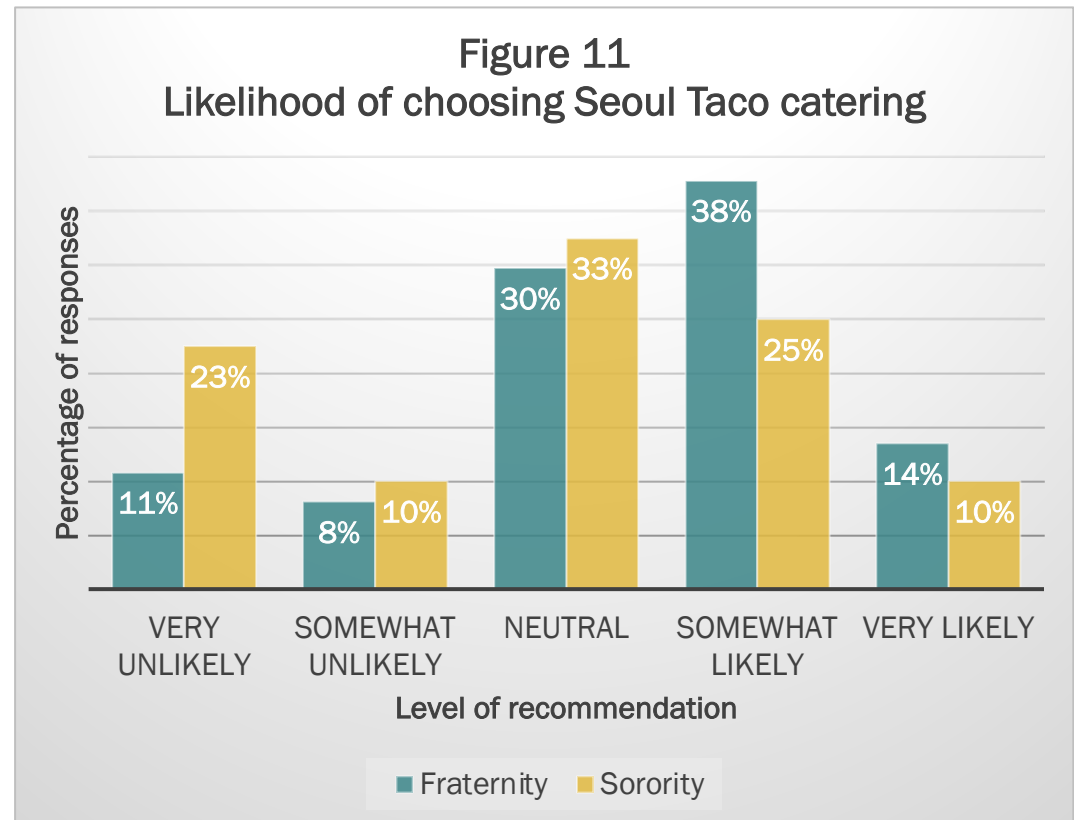


## Catering Services

# How likely are you to choose Seoul Taco as a catering service?

The client was interested in knowing whether to target sororities or fraternities for catering opportunities.

The first question asked about catering services on the survey, was the likelihood of the respondent choosing Seoul Taco to cater for their respective organization. Overall, fraternities were more likely than sororities to choose Seoul Taco as a catering service, with over 50% saying they were somewhat to very likely to select the client, whereas only 35% of sorority respondents indicated this level of likelihood. On the opposite end, 33% of sorority respondents indicated they were somewhat to very unlikely to choose Seoul Taco whereas only 19% of fraternities indicated this same level.

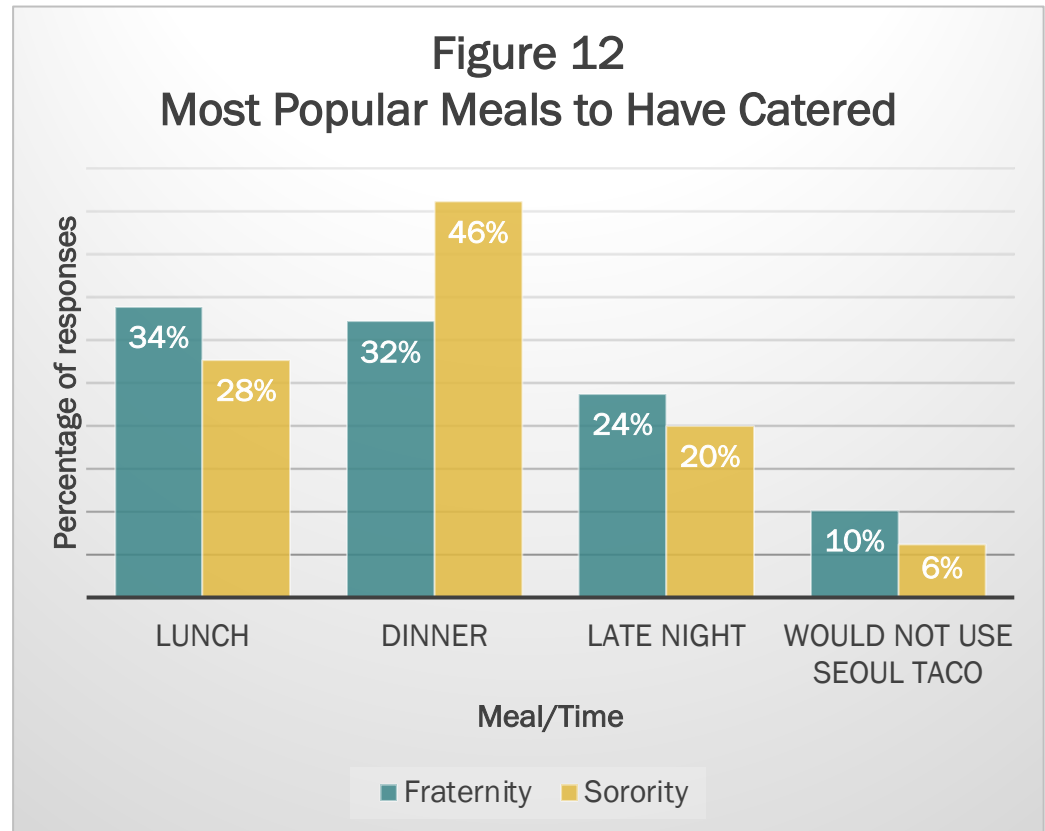


## Catering Services

# What meal are you most likely to have Seoul Taco cater for?

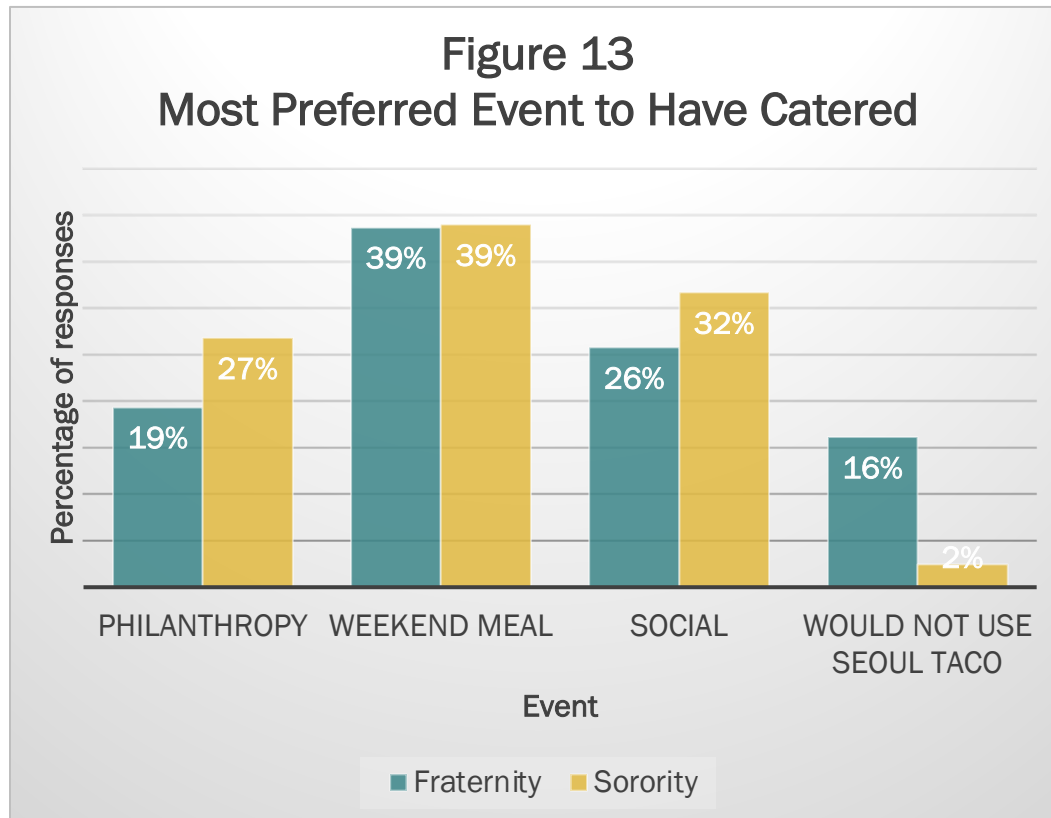
The client wanted to know which meals the target population would most likely have catered.

After asking the likelihood of choosing Seoul Taco as a catering service, the next question on the survey asked the respondents which meals they would most likely have Seoul Taco cater for. Fraternities indicated almost equal preference between lunch (34%) and dinner (32%), however, sororities preferred dinner more than any other choice, with 46% of sorority respondents choosing this time. Late night was the least favorable of all the times listed, with 24% of fraternities and 20% of sororities choosing this time.



## Catering Services

# Which event are you most likely to have Seoul Taco cater?



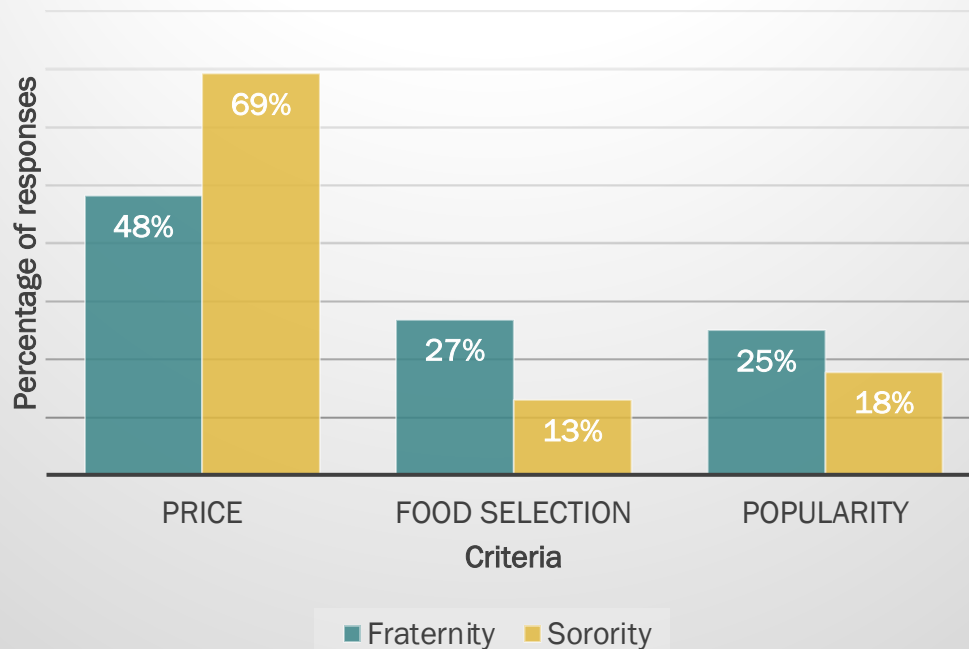
In addition to the meal/time, the survey also asked respondents which of their organization's events they would have the client cater.

Having a weekend meal catered was the most preferred among both sororities and fraternities, with 39% of both organizations choosing this event. The next most popular choice for both organizations was a social event, with 26% of fraternities and 32% of sororities choosing this event.

## Catering Services

# What is the most important factor for your organization in determining who caters your events/meals?

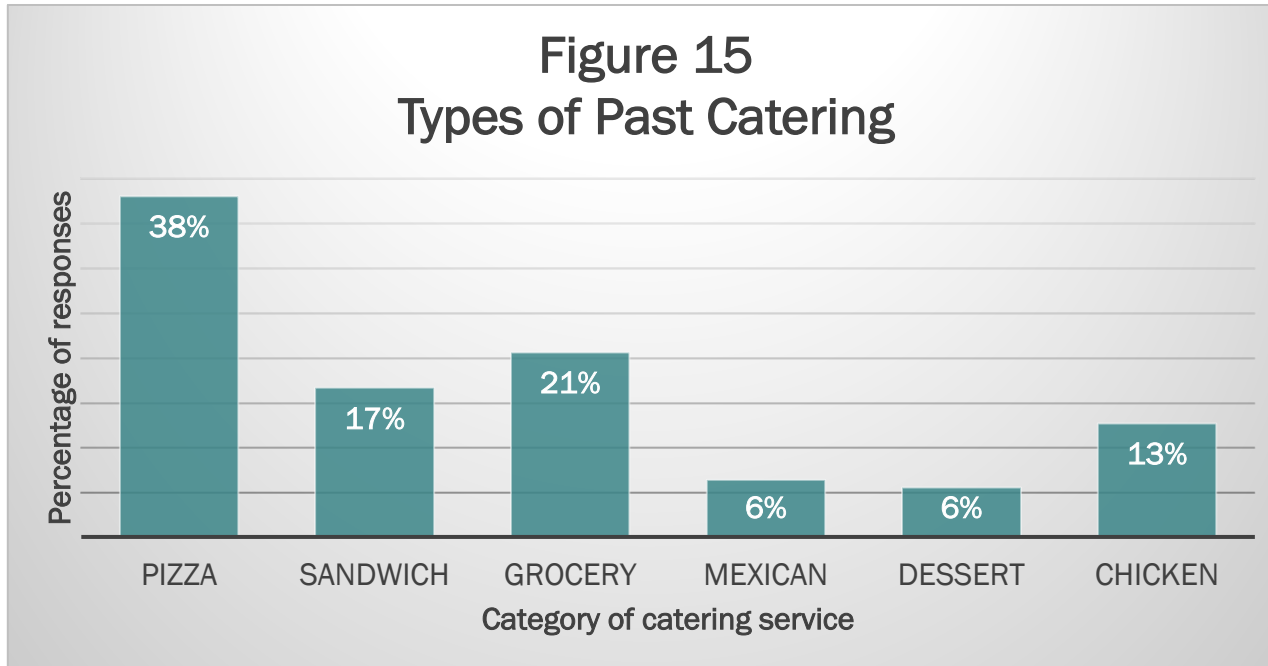
**Figure 14**  
**Most Important Factor in Catering Decision**



In addition to the factors determining personal dining habits, the survey asked what the most important factor in determining catering services was for the respondents respective organization.

The results found that price was the most important factor in determining the organization's catering decision, with 69% of sororities and 48% of fraternities choosing this selection criteria. Popularity was the second most important factor among sorority respondents while slightly more fraternity respondents chose food selection over popularity.

## Catering Services



The survey asked each respondent to list any restaurants or any other catering services their organization had used in the past.

The most frequently listed type of catering service that had been used in the past by Greek organizations was pizza, with 38% of the total respondents listing a restaurant falling under this category. The second most used type of service was grocery, which mainly included Hy-Vee's various catering services, where 21% of respondents listed this type of catering service.

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# Limitations, Summary, & Recommendations

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## Limitations, Summary, and Recommendations

# Limitations

The first question asks, “Of the choices below, select 2 of the most important factors you use to determine where you go out to eat? (check all that apply)”.

This was wrong because the respondents were told to select two choices and then were told to check all that applied. Fortunately, there was not a questionnaire where a respondent selected more than two choices. Respondents read the first question and ignored the error in parentheses.

The respondents were not equally represented from each chapter.

There are 18 fraternities and 15 sororities with chapter houses in Greek Town. The likelihood that there was an equal distribution among each chapter was low. This is due to the fact that the respondents were not asked what chapter they belonged to because the researchers felt that this could have affected their responses.

## Limitations, Summary, and Recommendations

# Discussion of Key Findings

Seoul Taco's awareness among Greek students is strong.

Eighty-three percent of the respondents have heard of Seoul Taco. Sixty percent knew where the restaurant was located, 30% did not, and 8% knew of the general location.

Word-of-mouth was the most popular way people heard about new restaurants (33%) while social media was second (27%).

Only 11% of respondents said they followed Seoul Taco on social media which was lower than the 21% who followed Pizza Tree and 23% who followed Shakespeare's.

Thirty-nine percent of respondents said they used more traditional forms of advertising.

The respondents' attitudes towards Seoul Taco were very positive.

Forty-six percent said they were somewhat likely, 46% were very likely, and 8% are in between very unlikely and neutral to recommend Seoul Taco.

Fraternities are slightly more likely to choose Seoul Taco as a catering service.

Fifty-two percent of fraternity members indicated that they would choose Seoul Taco while 35% of sorority members said they would choose Seoul Taco. Both fraternities and sororities have catering nine to ten times per semester.



## Limitation, Summary, and Recommendations

# Recommendations

Increase posts on Seoul Taco – Columbia Facebook page.

Seoul Taco rarely posts on Facebook. Seoul Taco should also consider creating an Instagram account and a Twitter account for Columbia to increase its presence on social media.

Post flyers and offer coupons for Seoul Taco on Mizzou's campus and throughout downtown Columbia.

This is an easy and inexpensive way to help promote the business locally.

Pursue catering with fraternities and sororities.

There is an obvious demand for catering based on the findings of the research. Both fraternities and sororities had generally positive attitudes toward Seoul Taco as a catering service.

# Thank You

## **Contact Information**

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