



Project Report
MGMT 590 - Consumer Behaviour & Marketing
Group 6

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Table of Contents

Executive Summary.....	3
Project Roadmap	4
Campaign Details.....	4
Timeline Platform Objective Budget.....	4
Target Audience	4
Consumer Behaviour Theories	5
Creative Strategy	6
A/B Testing	7
Hypothesis.....	8
Success Metrics	8
Results & Analysis.....	9
Insights.....	10
Recommendations.....	11
Limitations	11
Future Scope	11
Conclusions	12
Appendix	13
a. Ad Set Performance.....	13
b. Creative Performance - Maslow's Hierarchy	13
c. Creative Performance - Motivational Conflict	13
d. Ad Set Placements.....	13
e. Click Performance Age-Wise	13
f. Click Performance Day-Wise	14
g. Click Performance Timewise	14
h. Campaign on Facebook Ad Manager	14
i. Campaign Reach.....	14
j. Campaign Insights	14

Executive Summary

This report encapsulates the strategic marketing endeavours undertaken for Qdoba Mexican Eats at Purdue University to augment its brand presence and deepen its rapport with the student demographic. Located at the bustling hub of Purdue University, Qdoba stands as a beacon for students craving both flavor and nutrition without financial strain. Chosen for its strong alignment with the daily challenges faced by students, Qdoba, aims to address the fundamental need for convenient, nutritious, and affordable meals on campus, a crucial element in supporting their academic and personal well-being. The campaign, operational from April 13th to April 22nd, 2024, was propelled by a discerning utilization of consumer behaviour theories to craft a message that resonated with the students' dining preferences.

Qdoba's campaign was anchored in the objective of elevating awareness and aligning with the students' dual quest for economical and health-conscious dining options. A budget of \$100 was judiciously allocated to maximize reach within the campus vicinity, leveraging a data-driven Facebook campaign that saw nearly full expenditure, attesting to its precise execution.

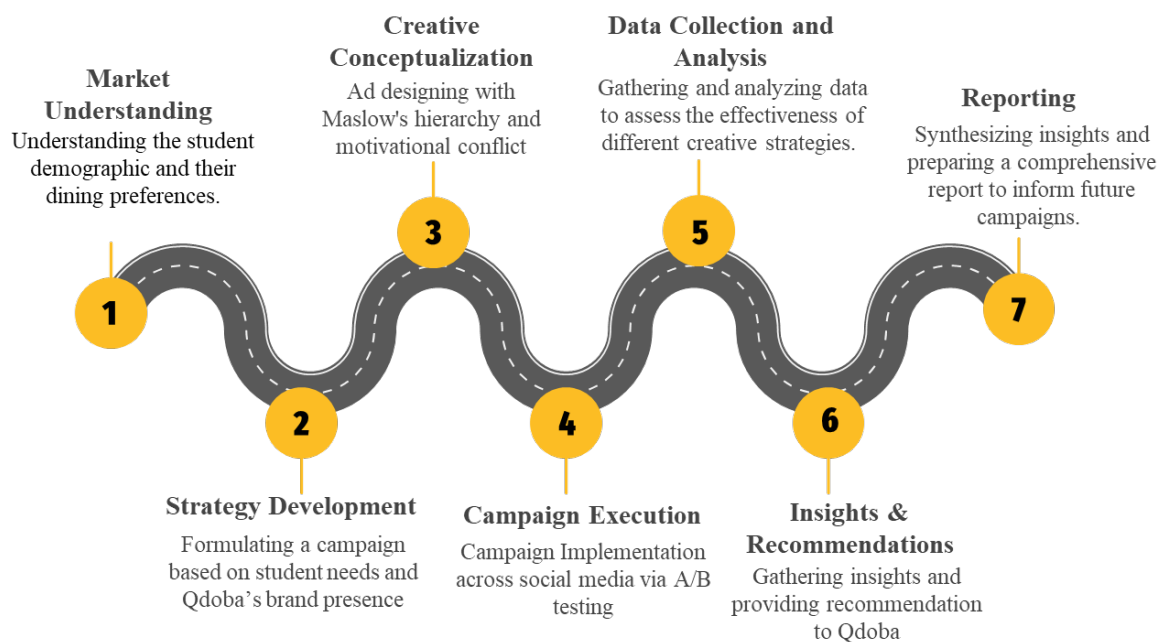
With a target audience of 18 to 34-year-olds, the campaign's dual ad sets, grounded in Maslow's hierarchy and the theory of motivational conflict, were meticulously tailored to strike a chord with the students' physiological and psychological motivators and providing base for A/B testing to compare effectiveness of varying consumer theories and emotional appeal. The ads were wisely spread across popular social media touchpoints, including Facebook and Instagram's varied content formats, to capitalize on the platforms' universal influence among the target demographic.

Preliminary results point towards a nuanced understanding of the target audience's inclinations, laying a fertile ground for data-driven strategies in future campaigns. The insights also present a compelling narrative of success and provide a strategic fulcrum for Qdoba to refine its marketing endeavours.

Notwithstanding the adept execution, the campaign faced its share of challenges, including budget and time constraints. This report will delve into the strategic campaign roadmap, detail the implementation across various digital platforms, dissect the results and analysis, and chart out actionable recommendations for future marketing initiatives. In its essence, it provides a comprehensive overview of a targeted campaign informed by consumer behaviour theories, showcasing a fusion of academic insight and practical application.

Project Roadmap

The project roadmap for the Qdoba marketing campaign at Purdue University was designed to systematically bridge the gap between student needs and Qdoba's offerings. This journey began with the initial market understanding, which informed the strategic framework and selection of consumer behaviour theories. Following this, we developed and launched a dual-focused campaign leveraging both Maslow's hierarchy of needs and motivational conflict theories, tailored specifically to the students' preferences for affordability and health. Key phases include:



Campaign Details

Timeline | Platform | Objective | Budget

The campaign was operational from April 13th to April 22nd, 2024. It utilized an Auction buying type to strategically bid for ad placements, optimizing both reach and cost-efficiency across multiple platforms including Facebook Feed, Instagram Reels, Marketplace, Instagram Stories, and Facebook Reels. The campaign's objective was to enhance awareness of Qdoba's value proposition as an affordable and healthy dining option, with a carefully managed budget of \$100. ([Refer appendix section h & i](#))

Target Audience

Our target segment falls into the young adult category, aged 18-30, encompassing undergraduate, graduate, and Ph.D. students at Purdue University. This demographic is both male and female, usually stays in Purdue University or in its proximity. They lead active, busy

lifestyles to accommodate their rigorous academic schedules. Their needs are defined by the dual pillars of convenience and affordability; they desire quick-access dining near campus locations and are attracted to meal deals and discounts that provide tangible value. These students are frequent diners at campus establishments. Given their technological adeptness, they seamlessly integrate mobile apps and online platforms into their dining experience. In terms of influence, peer recommendations, social media, and online reviews heavily sway their dining decisions. As digital natives, they engage robustly with social platforms like Facebook, Instagram, and Twitter.

Consumer Behaviour Theories

The campaign strategically employed three pivotal consumer behaviour theories, with the first two applied at the ad set level and the third at the creative level.

- **Maslow's Hierarchy of Needs** - This theory was utilized to tailor the campaign towards addressing the basic needs of students, focusing on affordable good food options. By highlighting these physiological needs, the campaign aimed to meet the foundational requirements of Maslow's hierarchy, which are critical for students' daily sustenance and academic performance.
- **Motivational Conflict** - This theory addressed the internal conflict students often experience between wanting to enjoy tasty food while also seeking healthy options. By focusing on this approach-avoidance conflict, the campaign catered to their desire for a balanced diet, resonating with students' aspirations to maintain both health and pleasure in their eating habits.
- **Emotional Appeal Theory** - This theory was applied to understand how different emotional triggers in advertisements resonate with distinct segments of the audience based on their emotional states and life stages. For some students, positive emotional appeals were used, aligning with their optimistic lifestyle and preference for uplifting positive content. In contrast, for other students, negative emotional appeals were employed, tapping into their more complex life situations and resonating with their potentially more reflective or realistic outlooks.

These theories were chosen based on the understanding that students face unique challenges and confusions, which influence their dining choices significantly and helps refine future campaigns for Qdoba Mexican Eats by suggesting that ad creatives should not only be crafted based on demographic characteristics like age but also consider the physiological and

psychological life stages that influence consumer responses to different types of needs and emotional appeals.

Creative Strategy

- **Maslow's Hierarchy Ad Set** - The creative strategy for the Maslow's hierarchy ad set (first ad set) was developed with a deep understanding of the physiological needs of the target audience seeking quality, budget-conscious dining options. The two creatives pivot around the central theme of affordability, cleverly encapsulating the message that Qdoba Mexican Eats aligns with the students' financial constraints while not compromising on taste and quality.

The first creative portrays a student experiencing a positive emotion - happiness and satisfaction derived from enjoying a meal that meets his budgetary and taste requirements. With a bright smile and a bowl of Qdoba's food, the image is overlaid with the text "Make Eating Wallet-Friendly at QDOBA Mexican Eats," reinforcing the brand's promise of economical yet Savory meals.

In contrast, the second creative addresses the same value proposition but through a contrasting sentiment. It depicts a student with a worried expression as he examines a restaurant bill, dramatizing the stress of managing dining expenses on a student budget. The accompanying text "Don't Worry! You Can afford at QDOBA Mexican Eats" speaks directly to the financial concerns of the audience, reassuring them of Qdoba's budget-friendly options.

NEGATIVE EMOTION

Don't Worry! You Can afford at
QDOBA
MEXICAN EATS

POSITIVE EMOTION

Make Eating Wallet-Friendly at
QDOBA
MEXICAN EATS

Craving restaurant-quality eats but your wallets on a student budget? 😞
At Qdoba, we serve up epic flavours without the epic bills. 🌮🥑🍷
Say goodbye to the gut-wrenching check and hello to mouth-watering, budget-friendly meals right at your convenience. 😊😋

- **Motivational Conflict Ad Set** - The second ad set's creative strategy hinged upon the motivational conflict students often face between indulging in tasty food and choosing healthy options. The creatives for this ad set artfully navigated this approach-avoidance conflict by showcasing Qdoba's offerings as both delicious and nutritious, thus aligning with students' desire for 'guilt-free' enjoyment.

One creative captures a serene moment of a student savouring a Qdoba bowl, enveloped in an aura of contentment, reflecting the resolution of the inner conflict with the tagline “Make Eating Guilt-Free at QDOBA Mexican Eats.” This imagery, coupled with affirmative language, was designed to invoke positive emotions. Contrastingly, the second creative takes a different emotional route, presenting a student in a state of confusion and contemplation over an empty plate, with the text “No More Confusion. Come to QDOBA Mexican Eats” cutting through the indecision. These creative aims to resonate with those who are familiar with the stress of finding a meal that aligns with their dietary preferences and health goals, tapping into the negative emotions that arise from this conflict.



A/B Testing

The A/B testing for the Qdoba campaign was meticulously designed to derive actionable insights at both the ad set and creative levels, utilizing granular metrics to inform the campaign's effectiveness and future strategy.

- **Ad Set Level** - At this level, we conducted comparative analyses between the two ad sets to evaluate the effectiveness of the Maslow's Hierarchy theory versus the Motivational Conflict theory. For the Maslow's Hierarchy ad set, the focus was on gauging how well the messaging about affordability resonated with younger students and their budgetary concerns. Conversely, for the Motivational Conflict ad set, the assessment centred on the ad's ability to appeal to older students grappling with balancing taste and healthiness. This tier of A/B testing aimed to discern which fundamental need - basic sustenance or balanced lifestyle, was a more powerful motivator for each age segment.
- **Creative Level** - The creatives were imbued with distinct emotional undertones, and their performance was critically examined to determine which emotional tone was most effective in driving user engagement and conversions. For the Maslow's Hierarchy creatives, we

tested a happy versus worried sentiment, monitoring which emotional context better captured the audience's attention and prompted them to engage with Qdoba's value proposition. Similarly, for the Motivational Conflict creatives, we explored the efficacy of peace and contentment against confusion and concern, aiming to identify which creative better resolved the students' dietary conflicts.

Through this two-tiered A/B testing approach, we intended not only to ascertain which consumer theory and emotional tone best aligned with our audience's preferences but also to refine Qdoba's messaging for future campaigns. The analysis from this testing is pivotal, as it bridges the gap between theoretical application and real-world consumer reactions, guiding Qdoba's ongoing efforts to connect with its customers on both rational and emotional grounds.

Hypothesis

For this campaign, below hypotheses were crafted based on observed physiological and psychological insights which guided the A/B testing framework and were instrumental in measuring the campaign's effectiveness.

- **Ad Set Hypothesis** - It is hypothesized that the Maslow's hierarchy ad set will perform better with the 18-24 age group due to their higher prioritization of budget-friendly eating options, while the 25-34 age group will respond better to the motivational conflict ad set focusing on health and taste preferences.
- **Creative Hypothesis** - Across all age groups, creatives invoking positive emotions are expected to perform better, as users on social media platforms generally prefer content that uplifts and entertains, rather than content that evokes negative feelings.

Success Metrics

The effectiveness of the Qdoba Mexican Eats marketing campaign was rigorously evaluated using a set of Key Performance Indicators (KPIs) that measured the campaign's reach and engagement levels across different student demographics. These metrics provided us with quantifiable data to assess whether the campaign met its objectives.

- **Reach** - This metric helped us understand the scale at which the campaign was viewed. Reach indicated the total number of individuals who saw our ads at least once during the campaign, giving us an insight into the effectiveness of our audience targeting and ad distribution.

- **Unique Clicks** - This KPI tracked the number of unique individuals who engaged with our ads by clicking on them. This measure was crucial as it reflected the audience's initial response to our creative messaging, offering a direct insight into how compelling and relevant our ads were to our targeted users.
- **Click-Through Rate (CTR)** - CTR was used to gauge the proportion of ad impressions that resulted in clicks. This rate is a vital indicator of the ad's ability to not only capture attention but also to motivate action. A higher CTR suggested that the creative content was resonant and persuasive, prompting viewers to learn more about Qdoba's offerings.

These metrics collectively informed the campaign's success in terms of visibility, user interest, and engagement.

Results & Analysis

Results - A detailed dataset from Facebook Ads Manager was collected to understand the campaign's performance post which the analysis was categorized into distinct segments as below, each focusing on a key aspect of the campaign's impact. Moreover, the data was organized with pivot tables and visualized it using charts, resulting in the clear, comparative graphs presented in the appendix.

1. **Ad Set Performance** - The ad set based on Maslow's hierarchy reached 56.2% of people, doing slightly better than the Motivational Conflict ad set with a 43.8% reach. For click-through rates, Maslow's hierarchy was slightly ahead again with a 0.28% CTR, just over the Motivational Conflict's 0.23%. ([Refer appendix section a](#))
2. **Creative Performance** - For Maslow's hierarchy, the positive creative got more attention, reaching 55.4% and achieving a 0.30% CTR, while the less cheerful creative reached 44.6% and had a 0.25% CTR. In the Motivational Conflict set, it was the other way around: the creative with a negative tone reached 58% and had a 0.24% CTR, compared to the 42% reach and 0.22% CTR of the positive one. ([Refer appendix section b & c](#))
3. **Ad Set Placement** - Most clicks came from the Facebook feed, making up 48.31%, and Instagram Reels came in second with 28.09%. However, Instagram Reels led with a higher CTR at 0.57%, compared to the Facebook feed's 0.27%. Other platforms like the Marketplace got 13.48% of clicks and a 0.25% CTR, Instagram stories saw 4.49% clicks and a 0.26% CTR, and Facebook Reels attracted the least, with 2.25% clicks and a 0.08% CTR. ([Refer appendix section d](#))

4. **Click Performance Age-Wise** - The 18-24 age group clicked the most on Maslow's hierarchy ads, accounting for 48% of clicks, while they were slightly less engaged with the Motivational Conflict ads, showing 43.59% of clicks. For those aged 25-34, the Motivational Conflict ads received more attention, with 25.64% of clicks, compared to only 8% for the Maslow's hierarchy ads. ([Refer appendix section e](#))
5. **Click Performance Day-Wise** - During the campaign that ran from April 13th (Friday) to April 22nd (Sunday), the number of clicks each day varied between 1 to 36. ([Refer appendix section f](#))
6. **Click Performance Time-Wise** - Viewer interactions with the campaign fluctuated throughout the day. We divided campaign's active hours, from 8 AM to 2 AM, into several time periods for analysis. The data revealed that the afternoon hours garnered the most clicks at 31.46%, followed by evening hours with 23.60%. The morning time slot accounted for 15.73% of clicks, and the night-time hours saw a modest engagement with 16.85%, while the late-night period attracted 12.36% of the clicks. ([Refer appendix section g](#))

Insights

The analysis of the campaign's performance data revealed distinct preferences across different student demographics at Purdue University. Younger students, aged 18-24, displayed a clear preference for the Maslow's Hierarchy ad set that focused on affordability. This suggests a prioritization of budget-friendly dining options among this group, likely due to tighter budget constraints. In contrast, the 25-34 age bracket demonstrated a stronger engagement with the Motivational Conflict ad set, indicating a preference for food that satisfies both taste and health considerations, perhaps reflecting their relatively greater financial flexibility. The emotional tone of the creatives significantly impacted audience engagement. Creatives with positive sentiment resonated more with the younger students, while the older segment showed a predilection for creatives with negative sentiment. This highlights the importance of emotional context in advertising and how it varies with the audience's age. Ad placement efficiency was another critical insight. Facebook Feed and Instagram Reels proved to be the most effective platforms, securing the highest numbers in clicks and the best click-through rates. Moreover, the timing of ad displays played a pivotal role. Ad engagement peaked during afternoon and evening time slot, and on weekends, indicating these periods as the prime time for capturing student attention. ([Refer appendix section j](#))

Recommendations

Based on the insights gained, Qdoba can refine its marketing strategy with a demographic-focused approach. For students aged 18-24, Qdoba should amplify the message of affordability in its advertising. For the 25-34 age group, marketing should highlight the dual benefits of taste and health. Creative strategies ought to be tailored to the emotional preferences identified: positive themes for younger students and more serious or reflective themes for the older demographic. In terms of ad placements, Qdoba is recommended to concentrate its efforts on Facebook Feed and Instagram Reels to harness their high engagement and click-through rates. To maximize reach and impact, it's advisable for Qdoba to allocate more of its advertising budget to afternoons and evenings on weekends, aligning with the students' active hours. By adopting these recommendations, Qdoba can optimize its campaign performance, ensuring that its marketing efforts are both efficient and resonant with the target audience's needs and preferences.

Limitations

The limitations of this project were multifaceted, encompassing time and budget constraints that potentially restricted the scope and depth of the campaign. External factors such as concurrent events or promotions that were not accounted for in the initial analysis could have influenced consumer behaviour during the campaign period. Unseen factors, including the varying levels of existing brand awareness among the target audience, posed a challenge in accurately measuring the campaign's impact on differentiating between those already familiar with Qdoba and those newly introduced to the brand. These elements, while not directly measured, undoubtedly played a role in shaping the campaign's results and the precision of its subsequent analysis.

Future Scope

In closing, the strategic marketing campaign for Qdoba Mexican Eats at Purdue University presents a microcosm of astute marketing in action, reflective of a deeper understanding of student life and consumer behavior. Despite the inherent constraints of budget and time, the campaign effectively harnessed the theories of consumer behaviour, yielding insights into student preferences for affordability, taste, and health. It stands as a testament to the power of precise targeting and emotional engagement in advertising. As the campaign period ends, its legacy offers a treasure trove of actionable data, driving Qdoba's forward strategy towards

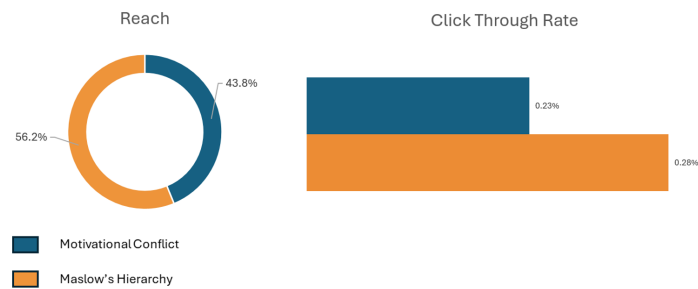
greater affinity and loyalty within the student community. The road ahead for Qdoba, armed with these insights, is paved with the promise of greater resonance with its audience and a reinforced brand presence. The experience culminates not just in a successful campaign, but in setting a precedent for future endeavours, showcasing the seamless blend of theory and practice in the realm of targeted marketing.

Conclusions

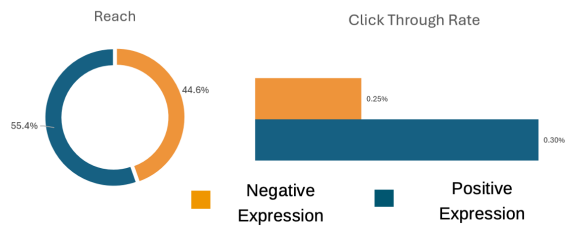
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Appendix

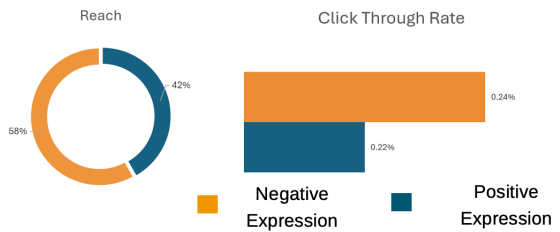
a. Ad Set Performance



b. Creative Performance - Maslow's Hierarchy



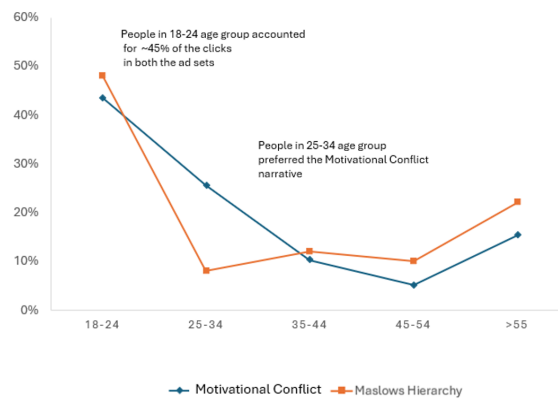
c. Creative Performance - Motivational Conflict



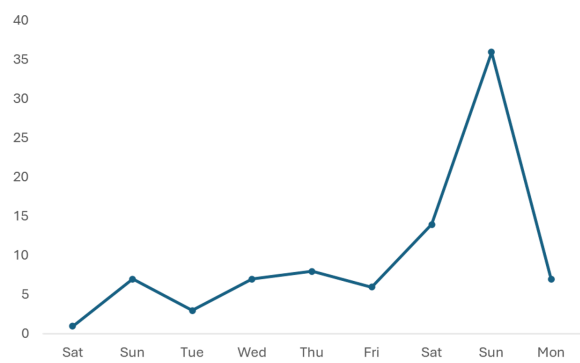
d. Ad Set Placements



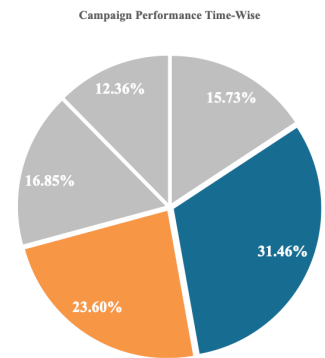
e. Click Performance Age-Wise



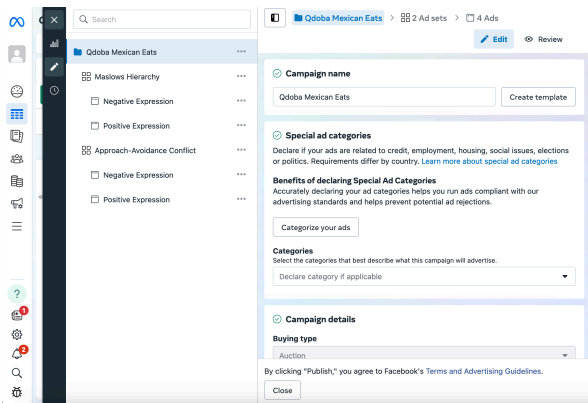
f. Click Performance Day-Wise



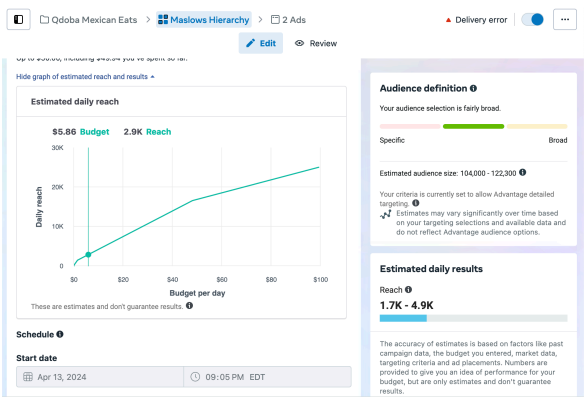
g. Click Performance Time-wise



h. Campaign on Facebook Ad Manager



i. Campaign Reach



j. Campaign Insights

AGE GROUP	18-24	25-34
POSITIONING	Affordable	Healthy & tasty
EXPRESSION	Positive	Negative
PLATFORM	Instagram Reels	Instagram Reels & Facebook Feed
BEST TIME	Weekends	Weekends
ACTION ENCOURAGEMENT	Limited time deals; promoting social sharing and urgency	Healthy meal combos; focusing on practical benefits and reduced combo price