

A rewards system to combat the recycling issues on campus

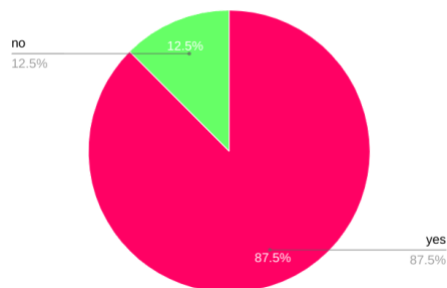
Introduction

For this assessment I investigated people's drinking habits on campus and the recycling that follows for there to-go cups. There seem to be a recycling issues on campus, mainly in the parry buildings as they do not have any recycling bins to put their cups in. My proposition was to help to combat this by having the costa on campus use stamp cards for students who bring back their coffee cups and after getting 10 stamps get a free coffee.

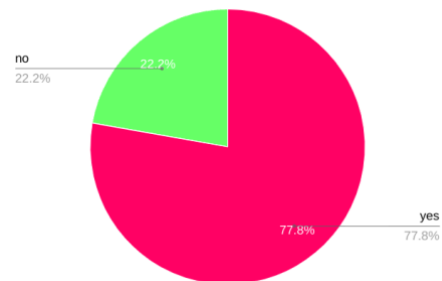
Primary Research

Before I even considered taking this scheme further, I needed to see if there was any interest in this market. I set up an online survey for the students of Carmarthen campus and had 32 responses to it, the survey was short with only a few yes or no questions that got straight to the point in order to not over complicate the survey.

do you get hot drinks on campus

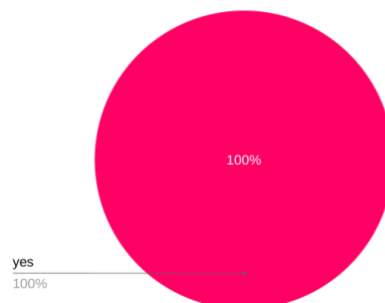


do you recycle the cups



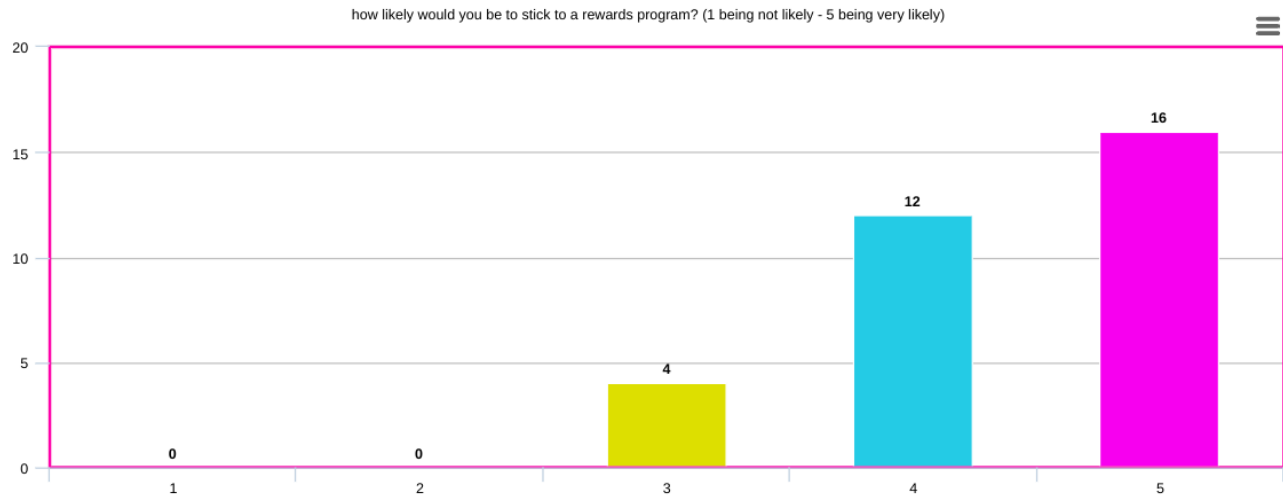
The first chart shows that however, the second chart tells us that a third of those that do drink hot beverages on campus do not recycle their empty cups.

would you take part in a rewards program involving taking back the empty cups



All those that partake in the hot beverages on camps would participate in the rewards system and those who do not indulge in hot drinks admitted that a rewards system would probably encourage them to use the costa more.

When asked if they would keep up with a rewards system 50% said it was highly likely and only 13% were undecided on how they would react to using one and keeping on top of it.



On a recent Girls Night Out we had dinner at PizzaExpress and while we were being seated our server asked if we had a loyalty card with them, none of us did so we downloaded the app and signed up. With the app and loyalty card we were able to split the bill between us but also we were able to use an exclusive member loyalty deal, 50% off a pizza, and since the four of us were able to use our discounts at the same time it took our £102.90 bill to £72.42. That is just over £30 in savings, and with the money we saved on pizza we felt that we could splash out on desert and a few more drinks, so the fact that we could save money using the loyalty card incorages us to spend more.

A person will own an average of 8 loyalty cards in their life and largely agree that it is a major benefit to have them.

Secondary Research

“The mindset around loyalty programs is obviously shifting. Consumers fully expect to be rewarded for their allegiance to a brand, whereas before those rewards may have been simply perceived as a nice perk, but not a need to have. Given that over half of consumers are relying on loyalty programs this holiday season, the obvious strategy for brands would be to invest more in providing repeat customers with exclusive sales and discounts. Meeting consumers wherever they are and however they want is critical to retail sales growth.” - JEN JONES

In an article it says that 81% of customers stick with companies that have a rewards program or loyalty card of some kind. But what even is a loyalty card? A loyalty card is a type of card or rewards program offered to frequent business customers. With this card, customers can easily accumulate rewards and unlock discounts for their purchases. Additionally, some businesses have referral codes that when you share with friends can further enhance the benefits given from the card, for both the friends. Loyalty programs provide two major functions: They reward customers for their continued business, and they provide the company with consumer information and data. Using a loyalty system provides more information about what kinds of products are likely to be purchased together and whether some incentives work better than others.

More than 90% of brands have some kind of loyalty card in place for their consumers. UK shoppers are more likely to use a loyalty system than US shoppers, with 66% of the UK using them and slightly less 33% of US shoppers using one. A survey found that 71% of woman use a loyalty program and a just

above half of men use one whilst shopping. 65% of a company's revenue comes from repeated business and half of those use a loyalty card which in turn encourages them to spend more.

Proposal

My proposal is that Costa implement a rewards system that helps participants appropriately recycle their cups in exchange for stamps that could be exchanged for a free hot beverage of their choice. Other Costas in Wales use a similar rewards system however the Costa in the university does not participate in any rewards system and they do not except rewards point from other Costas. I feel this is a missed opportunity, and the university could benefit from this and as we have discovered this would also encourage people to spend more at the Costa.

In order for this plan to go into effect I would need to talk to those who run the Costa that resides in our university and to see if enough of the student body would do something like this.

Since starting this project, the Costa on campus has turned into Gower and thus made this survey redundant.

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