

ABSTRACT

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Title: Oat Milk Latte with a Side of Sustainability: A Case Study of Consumption Behavior at Starbucks, Newington, Connecticut

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Excessive dairy consumption contributes to a variety of environmental issues. In this case study, we examined the effectiveness of the behavioral intervention called tailored information to identify if purchasing behavior at a fast-food chain could be changed through this method. The environmentally related tailored information was presented in the form of a signage posted at two points within a Starbucks in Newington, Connecticut. The data was then collected through a survey question as well as individual order tallying. Results from the study showed that after the signage was posted there was a slight increase in plant-based milks and a slight decrease in dairy milk. However, after the signage was removed dairy milk once again increased yet plant-based milk also continued to increase. Therefore, conclusions can be drawn that the tailored information through signage does impact purchasing behavior at a fast-food chain although continuing to display the information is important to sustain positive results. Furthermore, this study was conducted on a micro scale having only been done at one Starbucks. As such it is recommended that this study be redone to increase the validity of the findings.