



Comet Food Discount Program



Presented By

Group 5: Phoebe Jin, Akshat Bisht,
Karthik Sanjay Kothapeta, Constantinos
Koukos, Sana Najmi



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Problem Definition & Research Objective

Problem Definition:

How can we attract and make students more aware of the Comet Discount Program for food?

Research Objective:

Conduct a survey of UTD students in the area to find out where they're ordering their food and if they are aware of the student discount services being offered to them exclusively.

A survey was conducted on Qualtrics.

What is the Comet Food Discount Program?



The **Comet Food Discount Program** is a category of the Comet Discount Program that UTD offers. Teachers and students who hold a valid Comet ID can go to participating restaurants below and receive discounts off their food purchases.

Afrah restaurant and pasteries
Bawarchi Birayanis Richardson
Buffalo Wild wings
Burger Island
Camps's
Cappuccino Italian Bistro
Chameli Restaurant
Cici's Pizza

Guitars and Growlers
I Fratelli Pizza
India Bazaar
Japan House
Jimmy John's Gourmet Sandwiches
La Madeleine
Little Greek Fresh Grill
Luna Grill
Marshalls BBQ Catering & Special Events
Masala Wok

Modern Market
Nothing Bundt Cakes
Old Town Creamery
Olive Town Creamery
Olive Burger
Palio's Pizza Café
Shady's
Sonny Bryan's Smokehouse
String Bean Restaurant
Sweet Firefly
Sweet mix

Cinnaholic
Dimassi's Mediterranean Buffet
EnjoyMint Fresh Thai Kitchen
Feng Cha Teahouse
Frankie's Mexican Cuisine
Freebirds

Research Questions

1. Are students informed about the food discount programs on campus?
2. Which restaurants do students most frequently visit near campus?
3. How often do students buy food near campus?
4. How often do restaurants run student discounts?
5. What are some ways in which students can discover or learn about the discounts that are available to them?
6. Do students use any other apps or programs to get discounts?
7. What are the demographics of the respondents?



Demographics of Respondents



- 53 students in UTD responded to the Qualtrics survey. (These are the viable surveys from 63 total responses.)
- 27 of the respondents were male, and 26 were female.
- The age group, 23-27, contributed to more than half of the sample size. This is followed by the second largest age group, 18-22.

TABLE M - Your Gender

	Answer	%	Count
1	Male	50.94%	27
2	Female	49.06%	26
3	Other	0.00%	0
	Total	100%	53

TABLE N - Your Age

	Answer	%	Count
1	18-22	33.96%	18
2	23-27	54.72%	29
3	28-32	7.55%	4
4	33-37	0.00%	0
5	38-42	3.77%	2
6	43-47	0.00%	0
7	48 and above	0.00%	0
	Total	100%	53

Awareness (pt.1)



- The respondents were asked several questions about their awareness of the Comet Food Discount Program.
- It came to our attention that 70.91% of respondents were unaware of the program. The most common way they became aware of it was through word of mouth.
- This gave insights regarding the lack of attention/marketing/awareness UTD is giving towards this beneficial program.

TABLE B - Are you aware of the Comet Discount Program for food?

	Answer	%	Count
1	Unaware	70.91%	39
2	Somewhat a	18.18%	10
3	Aware	9.09%	5
4	Very aware	1.82%	1
	Total	100%	55

TABLE C - If you are aware of the Comet Discount Program for food, where did you learn about it?

	Answer	%	Count
1	Word of mouth	58.82%	10
2	Online	17.65%	3
3	At UTD	23.53%	4
4	Other	0.00%	0
	Total	100%	17

Awareness (pt.2)



If most students are unaware of this Discount Program, where do they prefer to eat currently?

Question 7 - Where do you eat most often when you are on or near campus? (can list more than one)

- Taco Bell
- Chick-Fil-A
- Chipotle
- Panera
- Bawarchi Biryani
- Torchy's

Now that these respondents are aware of these places, would they go to eat at these places?

TABLE E - Would you visit these places more often after knowing you can get a discount?

	Answer	%	Count
1	Very unlikely	3.64%	2
2	Somewhat unlikely	1.82%	1
3	Somewhat likely	40.00%	22
4	Very likely	54.55%	30
	Total	100%	55

Result: 54.55% said very likely & 40% said somewhat likely.

Student Behaviors (pt.1)

Based on the survey, some significant student behaviors regarding food choices came to light.

- Price, food options, and distance were the top 3 most significant factors.
 - Price being the top factor shows why 54.55% of respondents said they were very likely to go to the places affiliated with the Comet Food Discount Program.
- 43.64% of respondents go out to eat about 2-3 times a week.
 - *Imagine how much they can save on a delicious meal!*



TABLE F - What do you look for most when choosing a place to eat? (May select more than one)

	Answer	%	Count
1	Price	23.24%	43
2	Food options	26.49%	49
3	Distance	20.54%	38
4	Reviews	15.68%	29
5	Delivery	1.08%	2
6	Preparation	4.32%	8
7	Atmosphere	8.65%	16
	Total	100%	185

TABLE H - How often do you eat out when you are on or near campus?

	Answer	%	Count
1	Less than once a week	27.27%	15
2	About once a week	29.09%	16
3	About two to three times a week	43.64%	24
4	Daily	0.00%	0
	Total	100%	55

Student Behaviors (pt.2)

As the Comet Food Discount Program helps students at UTD save money on food, here are more specific price-related insights from the survey respondents.

TABLE J - How important is the price of items to you for choosing a place to eat?

	Answer	%	Count
1	Not at all important	0.00%	0
2	Slightly important	10.91%	6
3	Moderately important	25.45%	14
4	Very important	52.73%	29
5	Extremely important	10.91%	6
	Total	100%	55

- 52.73% of respondents said the price of food items is very important.
- 10.91% of respondents said the price of food items is extremely important.

TABLE K - How important is saving money on food to you?

	Answer	%	Count
1	Not at all important	3.64%	2
2	Slightly important	5.45%	3
3	Moderately important	21.82%	12
4	Very important	50.91%	28
5	Extremely important	18.18%	10
	Total	100%	55

- 50.91% of respondents said saving money on food is very important.
- 18.18% of respondents said saving money on food is extremely important.

TABLE I - How much do you usually spend on food when you eat out?

	Answer	%	Count
1	Less than \$10	20.00%	11
2	\$11 - \$20	67.27%	37
3	\$21- \$30	7.27%	4
4	\$31 - \$40	5.45%	3
5	\$41 - \$50	0.00%	0
6	\$51+	0.00%	0
	Total	100%	55

- 67.27% of respondents said they usually spend \$11 - \$20 on food when they eat out.
- 20% of respondents said they usually spend less than \$10 on food when they eat out.

Student Behaviors (pt.3)

From all these questions, there is a general pattern that we can distinguish.

- Price is significantly important for students regarding dining options.
- If students were more aware of the Comet Food Discount Program, they would be incentivized to go as they can save money.

Table L shows this conclusion:

- 76.36% of respondents said they would take advantage of this program, knowing its cost-saving benefits.

TABLE L - If you were aware of the cost-saving advantages of the Comet Discount Program for food when dining at restaurants located on or near the University of Texas at Dallas campus, would you consider using it?

	Answer	%	Count
1	Very unlikely	0.00%	0
2	Somewhat unlikely	0.00%	0
3	Somewhat likely	23.64%	13
4	Very likely	76.36%	42
	Total	100%	55



Limitations

- This study was based on responses from 63 students of The University of Texas at Dallas. The sampling method used was convenience sampling. This is also a small portion of students at the University and may not be accurate on behalf of the rest of the students.
- Since this survey was about the University and its specific resources, it may not be generalized for findings elsewhere.
- There is a risk or chance of dishonest answers or respondents not reading the entire question before answering.



Conclusion

Major Takeaways:

- The Comet Food Discount Program is not very well known, as many are unaware of it or its benefits.
- Price is an essential factor when choosing dining options for students at UTD.
- If students are made aware or more aware of this program and its cost-saving benefits, they will utilize it.



Recommendations

There needs to be a better marketing strategy for the Comet Food Discount Program. If the program is marketed better, more students will know and be better likely to utilize the service, helping UTD spread its name and students save money.

Recommendations for marketing strategy include:

- Comet Food Discount Program being mentioned to Orientation Leaders.
- Program being mentioned to Peer Advisors on campus.
- UTD promoting the Comet Food Discount Program on their social media platforms.
- UTD promoting the Comet Food Discount Program through email marketing.



A close-up photograph of a silver metal bowl filled with a rich, yellow-orange chicken curry. The curry is topped with fresh green cilantro leaves. The bowl is placed on a dark, rustic wooden surface. In the background, several whole carrots and green chilies are scattered around, adding to the fresh, natural feel of the dish. The lighting is warm and focused on the bowl, creating a sense of depth and texture.

Thank You!

**Don't forget to visit the
website today to start saving
big on yummy food!**



sg.utdallas.edu/discount/#Dining