

How Branding Influences Perceived Coffee Quality: A Visual Study of Starbucks vs. Generic Logos

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Abstract

This study examines how visual branding influences high school students' perceptions of coffee quality based on appearance alone. The research compares student responses to an image of coffee labeled with a Starbucks logo versus an identical image labeled with a generic coffee logo. Participants completed a visual-only survey rating perceived coffee quality without tasting the product. By isolating branding as the independent variable, the study aimed to determine whether brand recognition affects judgments of quality. The findings suggest that recognizable branding plays a significant role in shaping perceptions, even when no physical differences in the product are present.

Research Question

How does the presence of a Starbucks logo compared to a generic coffee logo affect high school students' perceptions of coffee quality based on visual appearance alone?

Methodology

High school students were shown images of coffee cups labeled with either a Starbucks logo or a generic logo. Participants rated perceived coffee quality using a Likert-scale survey. No tasting occurred in order to isolate visual branding as the only variable.

Results

Survey responses indicated higher perceived quality ratings for the coffee associated with the recognizable brand compared to the generic brand.

Conclusion

The study demonstrates that branding significantly influences perception, suggesting that visual marketing elements can affect consumer judgment even without product interaction.

Keywords

Branding, Visual Perception, Consumer Behavior, Coffee Quality, High School Students