

库迪咖啡调查问卷 Cotti Coffee Investigation

第1题：您的性别 Your gender [单选题]

| 选项 | 小计 | 比例 |
|----------|-----|--------|
| 男 Male | 135 | 49.27% |
| 女 Female | 139 | 50.73% |
| 本题有效填写人次 | 274 | |

第2题：您的年龄 Your age [单选题]

| 选项 | 小计 | 比例 |
|----------------------------|-----|--------|
| 18岁以下 (Under 18 years old) | 59 | 21.53% |
| 18-30 (18-30 years old) | 85 | 31.02% |
| 31-50 (31-50 years old) | 89 | 32.48% |
| 51-60 (51-60 years old) | 38 | 13.87% |
| 60岁以上 (Over 60 years old) | 3 | 1.09% |
| 本题有效填写人次 | 274 | |

第3题：您大概每个月去几次库迪咖啡？ How many times do you go to Cotti coffee per month? [单选题]

| 选项 | 小计 | 比例 |
|-----------------|-----|--------|
| 0-2次 0-2 times | 119 | 43.43% |
| 2-4次 2-4 times | 76 | 27.74% |
| 5-7次 5-7times | 46 | 16.79% |
| 8-10次 8-10times | 26 | 9.49% |
| >10次 >10times | 7 | 2.55% |
| 本题有效填写人次 | 274 | |



@ COTTI COFFEE



销量王



人气王



美式/拿铁

| | |
|-------------|------|
| 美式 中烘果香 | ¥9.9 |
| 加浓美式 中烘果香 | ¥9.9 |
| 库爱久久玫瑰生酪拿铁 | ¥9.9 |
| 蜜意茉茉生酪拿铁 | ¥9.9 |
| 纯粹燕麦拿铁 | ¥9.9 |

果咖

| | |
|------------|------|
| 橙C气泡冰萃 | ¥9.9 |
| 橙C美式 | ¥9.9 |
| 阳光青提柠檬气泡冰萃 | ¥9.9 |
| 阳光青提柠檬美式 | ¥9.9 |
| 香柠气泡冰萃 | ¥9.9 |
| 香柠美式 | ¥9.9 |
| 柚见气泡冰萃 | ¥9.9 |

原叶纯茶/植物基奶茶

| | |
|---------|------|
| 岩韵大红袍 | ¥9.9 |
| 晴天茉莉茶 | ¥9.9 |
| 轻橙茉莉燕麦奶 | ¥9.9 |
| 生椰茉莉茶 | ¥9.9 |
| 生椰大红袍 | ¥9.9 |

果茶/冰沙

| | |
|----------|------|
| 橙C手摇冰茶 | ¥9.9 |
| 晴天茉莉香柠茶 | ¥9.9 |
| 海島椰椰庫可冰 | ¥9.9 |
| 巧克力庫可冰 | ¥9.9 |
| 潘帕斯藍椰庫可冰 | ¥9.9 |

米乳/奶咖

| | |
|------------|------|
| 五常米乳拿铁 | ¥9.9 |
| 金橙米乳拿铁 | ¥9.9 |
| 五常米乳拿铁·小甘橘 | ¥9.9 |
| 流云拿铁 | ¥9.9 |
| 经典拿铁 | ¥9.9 |
| 精萃澳白 | ¥9.9 |
| 卡布奇诺 | ¥9.9 |
| 摩卡 | ¥9.9 |

甜点简餐



来源：小红书 9384430114 (resource: REDnote: 9384430114)

这是库迪咖啡的价位表 The price table of Cotti coffee

第4题：如果咖啡的价格上升3块钱，您的消费情况会怎么变？If the price of coffee went up by ¥3, how would your consumption change?



@ COTTI COFFEE



销量王



人气王



美式/拿铁

| | |
|-------------|------|
| 美式 中烘果香 | ¥9.9 |
| 加浓美式 中烘果香 | ¥9.9 |
| 库爱久久玫瑰生酪拿铁 | ¥9.9 |
| 蜜意茉茉生酪拿铁 | ¥9.9 |
| 纯粹燕麦拿铁 | ¥9.9 |

果咖

| | |
|------------|------|
| 橙C气泡冰萃 | ¥9.9 |
| 橙C美式 | ¥9.9 |
| 阳光青提柠檬气泡冰萃 | ¥9.9 |
| 阳光青提柠檬美式 | ¥9.9 |
| 香柠气泡冰萃 | ¥9.9 |
| 香柠美式 | ¥9.9 |
| 柚见气泡冰萃 | ¥9.9 |

原叶纯茶/植物基奶茶

| | |
|---------|------|
| 岩韵大红袍 | ¥9.9 |
| 晴天茉莉茶 | ¥9.9 |
| 轻橙茉莉燕麦奶 | ¥9.9 |
| 生椰茉莉茶 | ¥9.9 |
| 生椰大红袍 | ¥9.9 |

果茶/冰沙

| | |
|----------|------|
| 橙C手摇冰茶 | ¥9.9 |
| 晴天茉莉香柠茶 | ¥9.9 |
| 海島椰椰庫可冰 | ¥9.9 |
| 巧克力庫可冰 | ¥9.9 |
| 潘帕斯藍椰庫可冰 | ¥9.9 |

米乳/奶咖

| | |
|------------|------|
| 五常米乳拿铁 | ¥9.9 |
| 金橙米乳拿铁 | ¥9.9 |
| 五常米乳拿铁·小甘橘 | ¥9.9 |
| 流云拿铁 | ¥9.9 |
| 经典拿铁 | ¥9.9 |
| 精萃澳白 | ¥9.9 |
| 卡布奇诺 | ¥9.9 |
| 摩卡 | ¥9.9 |

[单选题]

甜点简餐



选项

增加消费 Increase consumption

小计

比例

7

2.55%

保持不变 Maintain

70

25.55%

减少1次 Decrease once

64

23.36%

减少2次 Decrease twice

55

20.07%

| 选项 | | 小计 | 比例 |
|---------------------------------|--|-----|--------|
| 减少2次以上 Decrease more than twice | | 29 | 10.58% |
| 放弃消费 Give up consumption | | 16 | 5.84% |
| 选则其他品牌 Choose other brands | | 33 | 12.04% |
| 本题有效填写人次 | | 274 | |

第5题：如果咖啡的价格下降3块钱，您的消费情况会怎么变？ If the price of coffee went down by ¥3, how would your consumption change?



The menu board for Cotti Coffee features a central logo with a red '@' symbol and the text 'COTTI COFFEE'. The board is divided into several sections:

- 销量王 (Sales King):** Shows 10 different coffee and tea drink options with small images and descriptions.
- 人气王 (Popularity King):** Shows 10 different coffee and tea drink options with small images and descriptions.
- 美式/拿铁 (Americano/Latte):**
 - 美式 | 中烘果香 ¥9.9
 - 加浓美式 | 中烘果香 ¥9.9
 - 库爱久久玫瑰生酪拿铁 ¥9.9
 - 蜜意茉茉生酪拿铁 ¥9.9
 - 纯粹燕麦拿铁 ¥9.9
- 果茶/冰沙 (Fruit Tea/Ice Shakes):**
 - 橙C手摇冰茶 ¥9.9
 - 晴天茉莉香柠茶 ¥9.9
 - 海岛椰榔库可冰 ¥9.9
 - 巧克力库可冰 ¥9.9
 - 潘帕斯蓝莓库可冰 ¥9.9
- 米乳/奶咖 (Milk/Rice Milk/Coffee):**
 - 五常米乳拿铁 ¥9.9
 - 金稻米乳拿铁 ¥9.9
 - 五常米乳拿铁·小甘橘 ¥9.9
 - 流云拿铁 ¥9.9
 - 经典拿铁 ¥9.9
 - 精萃澳白
 - 卡布奇诺
 - 摩卡
- 原叶纯茶/植物基奶茶 (Pure Leaf Tea/Vegan Milk Tea):**
 - 岩韵大红袍 ¥9.9
 - 晴天茉莉茶 ¥9.9
 - 轻橙茉莉燕麦奶 ¥9.9
 - 生椰茉莉茶 ¥9.9
 - 生椰大红袍 ¥9.9
- 甜点简餐 (Dessert Simple Meal):** Shows three dessert items with small images.

[单选题]

| 选项 | | 小计 | 比例 |
|---------------------------------|--|-----|--------|
| 增加 1 次 Increase once | | 52 | 18.98% |
| 增加2次 Increase twice | | 66 | 24.09% |
| 增加2次以上 Increase more than twice | | 61 | 22.26% |
| 保持不变 Maintain | | 66 | 24.09% |
| 减少消费 Decrease consumption | | 16 | 5.84% |
| 放弃消费 Give up consumption | | 1 | 0.36% |
| 选则其他品牌 Choose other brands | | 12 | 4.38% |
| 本题有效填写人次 | | 274 | |

第6题：如果咖啡的价格上升5块钱，您的消费情况会怎么变？If the price of coffee went up by ¥5, how would your consumption change?



@ COTTI COFFEE



销量王



经典拿铁
¥9.9



摩卡拿铁
¥9.9



美式拿铁
¥9.9



焦糖玛奇朵
¥9.9



拿铁冰沙
¥9.9



拿铁拿铁
¥9.9



拿铁拿铁
¥9.9



拿铁拿铁
¥9.9



拿铁拿铁
¥9.9

人气王



经典拿铁
¥9.9



焦糖玛奇朵
¥9.9



拿铁冰沙
¥9.9



拿铁拿铁
¥9.9



拿铁拿铁
¥9.9



拿铁拿铁
¥9.9



拿铁拿铁
¥9.9



拿铁拿铁
¥9.9

美式/拿铁

| | |
|-------------|------|
| 美式 中烘果香 | ¥9.9 |
| 加浓美式 中烘果香 | ¥9.9 |
| 库爱久久玫瑰生酪拿铁 | ¥9.9 |
| 蜜意茉莉生酪拿铁 | ¥9.9 |
| 纯粹燕麦拿铁 | ¥9.9 |

果咖

| | |
|------------|------|
| 橙C气泡冰萃 | ¥9.9 |
| 橙C美式 | ¥9.9 |
| 阳光青提柠檬气泡冰萃 | ¥9.9 |
| 阳光青提柠檬美式 | ¥9.9 |
| 香柠气泡冰萃 | ¥9.9 |
| 香柠美式 | ¥9.9 |
| 柚见气泡冰萃 | ¥9.9 |

原叶纯茶/植物基奶茶

| | |
|---------|------|
| 岩韵大红袍 | ¥9.9 |
| 晴天茉莉茶 | ¥9.9 |
| 轻橙茉莉燕麦奶 | ¥9.9 |
| 生椰茉莉茶 | ¥9.9 |
| 生椰大红袍 | ¥9.9 |

果茶/冰沙

| | |
|----------|------|
| 橙C手摇冰茶 | ¥9.9 |
| 晴天茉莉香柠茶 | ¥9.9 |
| 海岛椰椰库可冰 | ¥9.9 |
| 巧克力库可冰 | ¥9.9 |
| 潘帕斯蓝椰库可冰 | ¥9.9 |

米乳/奶咖

| | |
|--------------|------|
| 五常米乳拿铁 | ¥9.9 |
| 金橙米乳拿铁 | ¥9.9 |
| 五常米乳拿铁 · 小甘橘 | ¥9.9 |
| 流云拿铁 | ¥9.9 |
| 经典拿铁 | ¥9.9 |
| 精萃澳白 | ¥9.9 |
| 卡布奇诺 | ¥9.9 |
| 摩卡 | ¥9.9 |

甜点简餐



[单选题]



| 选项 | 小计 | 比例 |
|---------------------------------|-----|--------|
| 增加消费 Increase consumption | 6 | 2.19% |
| 保持不变 Maintain | 47 | 17.15% |
| 减少1次 Decrease once | 69 | 25.18% |
| 减少2次 Decrease twice | 51 | 18.61% |
| 减少2次以上 Decrease more than twice | 40 | 14.6% |
| 放弃消费 Give up consumption | 29 | 10.58% |
| 选则其他品牌 Choose other brands | 32 | 11.68% |
| 本题有效填写人次 | 274 | |

第7题：如果咖啡的价格下降5块钱，您的消费情况会怎么变？If the price of coffee went down by ¥5, how would your consumption change?



@ COTTI COFFEE



销量王



人气王



美式/拿铁

| | |
|-------------|------|
| 美式 中烘果香 | ¥9.9 |
| 加浓美式 中烘果香 | ¥9.9 |
| 库爱久久玫瑰生酪拿铁 | ¥9.9 |
| 蜜意茉莉生酪拿铁 | ¥9.9 |
| 纯粹燕麦拿铁 | ¥9.9 |

果咖

| | |
|------------|------|
| 橙C气泡冰萃 | ¥9.9 |
| 橙C美式 | ¥9.9 |
| 阳光青提柠檬气泡冰萃 | ¥9.9 |
| 阳光青提柠檬美式 | ¥9.9 |
| 香柠气泡冰萃 | ¥9.9 |
| 香柠美式 | ¥9.9 |
| 柚见气泡冰萃 | ¥9.9 |

原叶纯茶/植物基奶茶

| | |
|---------|------|
| 岩韵大红袍 | ¥9.9 |
| 晴天茉莉茶 | ¥9.9 |
| 轻橙茉莉燕麦奶 | ¥9.9 |
| 生椰茉莉茶 | ¥9.9 |
| 生椰大红袍 | ¥9.9 |

果茶/冰沙

| | |
|----------|------|
| 橙C手摇冰茶 | ¥9.9 |
| 晴天茉莉香柠茶 | ¥9.9 |
| 海岛椰椰库可冰 | ¥9.9 |
| 巧克力库可冰 | ¥9.9 |
| 潘帕斯蓝椰库可冰 | ¥9.9 |

米乳/奶咖

| | |
|--------------|------|
| 五常米乳拿铁 | ¥9.9 |
| 金橙米乳拿铁 | ¥9.9 |
| 五常米乳拿铁 · 小甘橘 | ¥9.9 |
| 流云拿铁 | ¥9.9 |
| 经典拿铁 | ¥9.9 |
| 精萃澳白 | ¥9.9 |
| 卡布奇诺 | ¥9.9 |
| 摩卡 | ¥9.9 |

[单选题]

甜点简餐

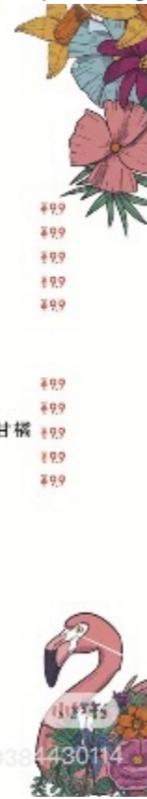


| 选项 | 小计 | 比例 |
|---------------------------------|-----|--------|
| 增加1次 Increase once | 62 | 22.63% |
| 增加2次 Increase twice | 41 | 14.96% |
| 增加2次以上 Increase more than twice | 62 | 22.63% |
| 保持 Maintain | 68 | 24.82% |
| 减少 Decrease | 15 | 5.47% |
| 放弃消费 Give up consumption | 11 | 4.01% |
| 选则其他品牌 Choose other brands | 15 | 5.47% |
| 本题有效填写人次 | 274 | |

第8题：如果价格翻倍您的消费情况会怎么变？What would happen to your spending if prices doubled?



@ COTTI COFFEE



销量王



人气王



美式/拿铁

- 美式 | 中烘果香 ¥99
- 加浓美式 | 中烘果香 ¥99
- 库爱久久玫瑰生酪拿铁 ¥99
- 蜜意茉莉生酪拿铁 ¥99
- 纯粹燕麦拿铁 ¥99

果咖

- 橙C气泡冰萃 ¥99
- 橙C美式 ¥99
- 阳光青提柠檬气泡冰萃 ¥99
- 阳光青提柠檬美式 ¥99
- 香柠气泡冰萃 ¥99
- 香柠美式 ¥99
- 柚见气泡冰萃 ¥99

原叶纯茶/植物基奶茶

- 岩韵大红袍 ¥99
- 晴天茉莉茶 ¥99
- 轻橙茉莉燕麦奶 ¥99
- 生椰茉莉茶 ¥99
- 生椰大红袍 ¥99

果茶/冰沙

- 橙C手摇冰茶 ¥99
- 晴天茉莉香柠茶 ¥99
- 海岛椰椰库可冰 ¥99
- 巧克力库可冰 ¥99
- 潘帕斯蓝椰库可冰 ¥99

米乳/奶咖

- 五常米乳拿铁 ¥99
- 金橙米乳拿铁 ¥99
- 五常米乳拿铁 · 小甘橘 ¥99
- 流云拿铁 ¥99
- 经典拿铁 ¥99
- 精萃澳白
- 卡布奇诺
- 摩卡

甜点简餐



[单选题]

| 选项 | 小计 | 比例 |
|----------------------------|------------|--------|
| 增加消费 Increase consumption | 5 | 1.82% |
| 保持 Maintain | 24 | 8.76% |
| 减少消费 Decrease consumption | 91 | 33.21% |
| 放弃消费 Give up consumption | 70 | 25.55% |
| 选择其他品牌 Choose other brands | 84 | 30.66% |
| 本题有效填写人次 | 274 | |

第9题：在您的观念里500毫升一杯大概多少钱比较合理？并附上您的月收入。In your opinion, 500 ml cup is about how much is more reasonable. And your income (per month) . [填空题]



第10题：承诺：本问卷不会透露个人信息，感谢您的配合～

Commitment: This questionnaire will not disclose personal information Thank you for your cooperation～

[单选题]

| 选项 | 小计 | 比例 |
|----------|-----|--------|
| 国庆快乐 | 111 | 40.51% |
| 国庆节快乐 | 163 | 59.49% |
| 本题有效填写人次 | 274 | |