

Questions.

The research questions will be based upon the research objectives.

Objective 1: To find out the types of coffee consumed by people.

- Why do you consume coffee?
- Do you think we have good quality coffee in Kenya?
 - If yes, do you have access to it?
 - If not, what is your reason?
- Do you brew your own coffee or prefer takeaways?
- What attributes are important to you when consuming coffee at a coffee shop?
 - Taste.
 - Variety of coffee flavors.
 - Price.
 - Quality of coffee beans.
 - Price.
 - Friendly services.
 - A good ambiance.

Objective 2: To know which group of people consume coffee.

- What is the age group that consumes more coffee in the current market and what proportion of each?
- How has covid affected the coffee market?
- What do you think can bring changes in the coffee market?
- Did you feel any gap that has to be improved in the coffee market at large?
- Do you think in the near future the Kenyans will embrace more coffee culture?

Objective 3: To investigate why people enjoy consuming coffee.

- Does the type of coffee you drink have a great impact on your health?

- At what time do you prefer consuming your coffee and how do you feel when you take your coffee at that particular moment?
- How would you describe your most favorable cup of coffee?
- What is your cafe preference and why?