



MARKET RESEARCH PROPOSAL

Nestlé Nespresso S.A.



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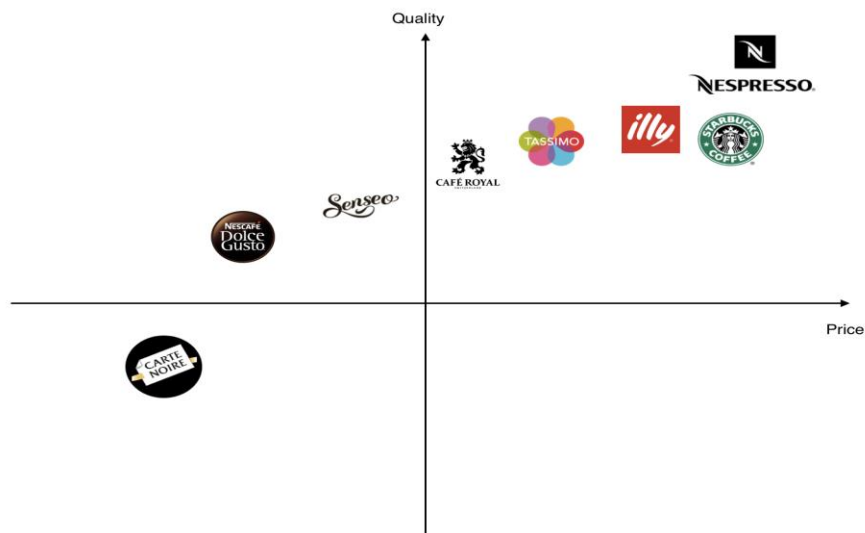
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Executive Summary

- The objective of this market research proposal is to assist Nespresso with understanding consumer preferences and tastes, investigate customer pain points and assess sustainability initiatives and efforts. The objective of the research proposal has been broken into a series of research aims which has been used to specify the direction of the proposal with regards to gaining insight into consumer coffee taste addressing consumer pain points regarding customer service, product development and product packaging . The proposal also analyses the impact and level of awareness regarding Nespresso sustainability initiatives as well as humanitarian efforts.
- The research process involves the use of a questionnaire that will be administered to Nespresso consumers and non-consumers via a digital platform. Exploratory research was administered to gain insight into the premium coffee market and conclusive research methods that emphasizes descriptive and casual research was used to gain deep understanding of factors affecting research aims mentioned in the report .Nespresso customer database was used as the sampling frame when selecting participants for our sample and a sampling frame was created for non-consumers of Nespresso via intuitive techniques such as looking at subscribers at coffee blogs etc. Stratified sampling was used as a probability sampling technique for Nespresso consumers and Judgmental sampling was used as a non-probability sampling technique for non-consumers of Nespresso coffee. A total sample size of 13806 participants(8404 consumers and 5402 non-consumers) will be screened initially to gain desired completion rates on the questionnaire .
- Multi-variate techniques such cross tabulation and discriminant analysis is used to gain insight into consumer behavior with regard to purchasing of products and factors affecting customer satisfaction with regard to customer service and Nespresso products is also understood. The limitations and scope for further research of the proposal has also been identified and stated , the time constraint given does impose a significant limitation for the research proposal however the budget allocated for the research does imply viable scope for further research.

Background Information

- Nespresso was founded in 1976 by Swiss engineer Eric Favre. Nestle, the global conglomerate recognized the potential of this coffee concept and got involved as this was an opportunity to expand its product portfolio. In 1986 the first Nespresso machine was launched at the Nespresso headquarters in Lausanne , Switzerland. Nespresso has a workforce of over 13,000 employees worldwide based in over 60 countries. (Nespresso, 1998)
- The company's mission is to offer the world's finest coffee experience. In 2022, Nespresso generated sales of 6.45B Swiss Franc. The Nestle brand name is the most contributing factor for its sales. (FourWeekMBA, 2019)
- Nespresso has a market share of approximately 40% as of 2023 .Nespresso's competitive strategy is based on the quality of experiences offered by its product portfolio, and it focuses heavily on marketing and promotion to create a competitive brand image. (Research, 2012)
- Nespresso's coffee capsules are certified by the Rainforest Alliance and UTZ Certified. These certifications ensure that the coffee beans used in Nespresso capsules are grown in a sustainable manner. Nespresso AAA Sustainable Quality Program supports 120,000+ farmers to grow the highest quality coffee more sustainably. Nespresso uses a variety of technologies to create its coffee machines and capsules, including centrifugation technology, bar code technology, and RFID technology. These technologies produce high-quality coffee machines and capsules. (Nespresso, 1998) (Nespresso, 1998)
- The Ali Forney Center was founded in 2002 to save the lives of homeless LGBTQ+ youth. Today they assist over 2,000 young people each year through programs like transitional housing, meals, and job readiness training, with the mission to empower these youth to live independently and thrive in their communities. (Nespresso, 1998)



(WordPress, 2003)

- Nespresso sources its coffee beans from South America , Africa and Asia whilst ensuring sustainability practices are followed in every step , an example would be its collaboration with the Rainforest Alliance to promote sustainable farming practices.

(Nespresso, 1998) (media, 2009)



Business Objectives

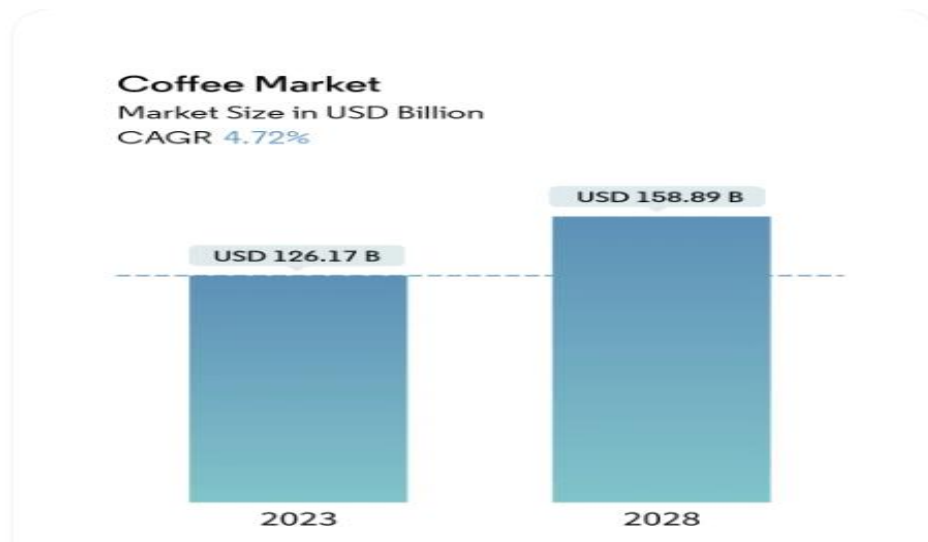
- Since customer satisfaction is considered a top priority, Nespresso is dedicated to improving its services and products based on customer feedback.
- Nespresso needs to ensure customers perceive them as sustainable and eco-friendly by being committed to reducing the environmental impact of its coffee pods.
- Nespresso requires building a strong brand image to maintain its position as a market leader by offering quality products and positive customer experiences.
- Nespresso wants to create innovative blends and brewing systems with the aim of offering its customers a unique coffee experience.

Research Aims

- Nespresso aims to gain insight into customer preferences for new coffee blends and new brewing technologies.
- Nespresso wishes to identify and address customer pain points, such as product quality, packaging, and customer service, in response to competitive pressures within the industry.
- Nespresso wishes to evaluate the effectiveness of its sustainability initiatives and identify opportunities for further improvement.

Market Overview

Market Size



- Coffee market size is projected to be USD 126.17B in 2023 and USD 158.89B by 2028, with a CAGR of 4.72%. Key drivers of the coffee market are the rising need for products that are certified, customer acceptance of single-serve coffee brew systems, and the ongoing innovation of the industry's leading players. With superior flavor and quality, premium coffee is predicted to replace instant coffee for consumers in developed economies.
(Intelligence, 2014)

Sustainability Trends (Intelligence, 2014)

- Demand for certified sustainable brands and labels in the food and beverage industry has been driven by customers' concerns about social injustice, poverty, and environmental degradation. "Sustainable coffee" refers to coffee varieties that meet different social, environmental, and economic criteria and have received independent certification from a recognized third party.
- Certification bodies such as UTZ Certification, Fair Trade Certification, Rainforest Alliance Certification, and USDA Organic Certification are examining the coffee supply chains and production processes.

Competitors (Intelligence, 2014)

Major Players



*Disclaimer: Major Players sorted in no particular order

- Nestle, JM Smucker Company, Kraft Heinz Company, and Starbucks Coffee Company dominate the fiercely competitive coffee sector. However, private-label companies like Tchibo GmbH and Massimo Zanetti Beverage Group are likewise concentrated on growing globally.
- Industry leaders saw an increase in their market shares through new product developments and collaborative partnerships that allowed them to expand geographically. For example, in September 2021, Zephyr Japan and Louis Dreyfus Company Asia Pte. Ltd inked a joint venture agreement.

Market Conditions and Regulations

- Premium coffee market is currently driven by rising disposable income, growing popularity of single-serve coffee machines, and growing demand for premium coffee products. (Intelligence, 2014)
- Single-serve coffee pods and instant coffee, which are priced lower, pose a threat to premium coffee producers. In order to stay competitive, premium coffee firms may be under pressure to lower their pricing or provide more value to customers. (Intelligence, 2014)

- The premium coffee market has to adhere to market regulations regarding food safety , labelling and environmental regulations , Hazard Analysis and Critical Control Points (HACCP) program of the US Food and Drug Administration (FDA) . (FDA, 1994)

Literature Review

- **Competitive Strategy :**

Strategic marketing, innovative product development, and consumer focus contribute to Nespresso's success. Their exclusive capsule technique transformed coffee brewing at home and provided convenient, high-quality coffee. They source only the best beans and make flavor-preserving capsules as part of their dedication to excellence. Celebrity endorsements help improve their premium shopping experience and global reach. Personalized advice, machine maintenance support, and extensive recycling programs demonstrate their commitment to client happiness. (WebProfits, 2000) (GFK, 1995)

- **Success of new flavors and coffee systems introduced:**

Advancements in flavor creation and coffee technology have allowed Nespresso to continuously provide amazing coffee experiences. With the launch of the VertuoLine Master Origin line two years ago, Nespresso has broadened its flavor portfolio enticing coffee connoisseurs with their distinct scents and distinctive flavors. Members of the Nespresso Club are excited and anticipating the release of limited-edition capsules by Nespresso, including the Hazelnut Croissant and Cocoa Truffle tastes. In addition, Nespresso has improved its coffee systems with the release of the VertuoLine Next, a machine that brews long coffee in addition to espresso, satisfying a wider variety of coffee tastes and solidifying Nespresso's place as the industry leader in premium coffee. (Nestle, 1996)

Efforts made by Nespresso to evaluate customer satisfaction and utilize customer feedback:

High priority is placed on consumer pleasure through continuous product innovation, such as embracing sustainability and offering a wider selection of capsules. Through individualized help, loyalty programs, and round-the-clock multilingual support, they offer great service. With Nespresso stores, celebrity relationships, and active social media involvement, it's important to create a premium brand experience.

Nespresso uses Net Promoter Score, customer surveys, and social media monitoring to gauge its level of success. They can adjust their tactics and proactively deal with problems thanks to this data. Nespresso cultivates a reputation for extraordinary coffee moments and develops consumer loyalty by fusing innovation, service, and brand experience.

(Screeb, 2020) (Nespresso, 1996) (Medium, 2012)

- Customer awareness of Nespresso's sustainability efforts:

Objectives are communicated to customers through channels like corporate websites, social media, in-store experiences, and word-of-mouth. But more surveys across demographics and areas are needed to fill in the research gaps and provide a more complete picture. Nespresso can close the knowledge gap and improve its reputation for sustainability by evaluating the efficacy of its communication channels and learning about consumer perception. (Nespresso, 1996) (Publications, 2005) (UK, 2008)

Problem Definition

Marketing Decision Problem

- How can Nespresso improve customer satisfaction utilizing customer feedback?
- How can Nespresso conduct marketing campaigns to raise awareness about its sustainability initiatives?
- What new products, coffee blends or brewing systems should Nespresso introduce to the market?
- Which strategies should Nespresso implement to differentiate itself from its competitors in the premium coffee market to maintain its position as a market leader?

Market Research Problem

- To assist Nespresso in understanding consumer preferences and tastes, investigate customer pain points to combat competition pressure, and assess sustainability initiatives and efforts.

Research Questions

1) Based on which demographics are consumers influenced

- RQ1: Does the younger generation prefer new and adventurous flavors than older folk?
- RQ2: What impact does the geographic location of consumers have on coffee taste?
- RQ3: Do consumers with a busy lifestyle consume higher amounts of coffee daily?

2) Based on advantages of the new brewing technologies used

- RQ4: Do corporate professionals prefer advanced technology to help with accessibility and convenience?
- RQ5: How does new technology make the preparation process easier for disabled folks?
- RQ6: How sustainable should the new technology be with regard to energy consumption and recyclability ?

3) Based on the impact of customer service , product development and packaging

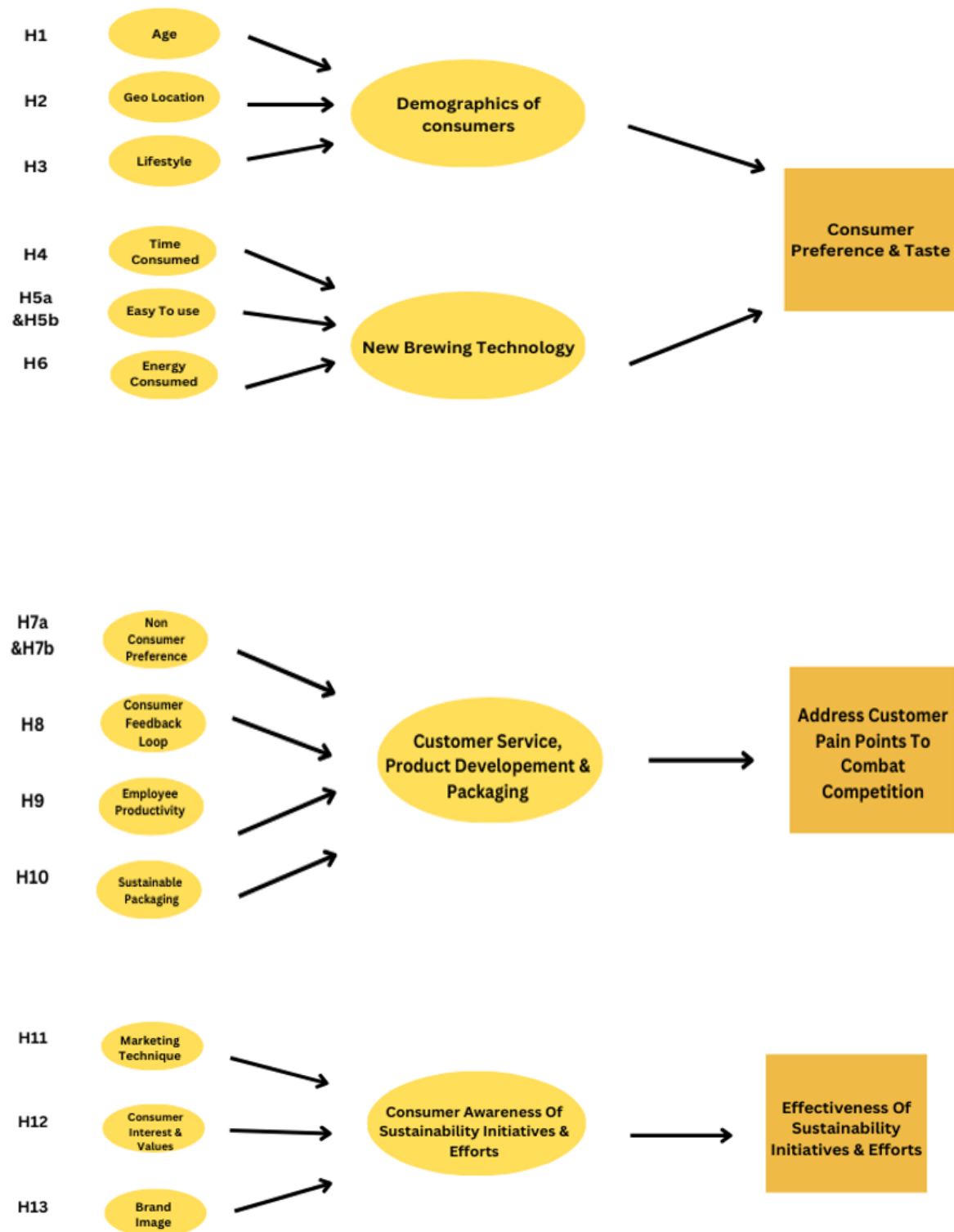
- RQ7: Which aspect of Nespresso products do competitor customers dislike the most?
- RQ8: How much of an impact does customer service have on customer retention?
- RQ9: Do customers find it easy and quick to provide feedback to Nespresso about products purchased?

- RQ10: How can Nespresso improve product packaging to make it more user friendly?

4) Based on consumer awareness of sustainability efforts and initiatives

- RQ11: To which extent are customers and non-customers informed of Nespresso's efforts towards sustainable farming and recycling?
- RQ12: What is the influence sustainability programs have on consumer demand?
- RQ13: Which method of marketing has the biggest influence on the target market

Graphical Analytical Model



Hypotheses

H1: The older generation of consumers prefer strong and plain coffee flavors.

H2: Consumers in colder regions are accustomed to drinking stronger, hotter coffee for warmth and energy.

H3: Consumers with a busy lifestyle depend on coffee for an energy boost.

H4: Corporate professionals prefer advanced tech coffee machines as it consumes less time to prepare coffee.

H5a: The new technology does make the coffee preparation process easier for disabled folk by introducing braille letters on buttons for the visually impaired.

H5b: The new machines have voice activation feature which helps those physically disabled.

H6: The new technology coffee machines consume less energy and are recyclable.

H7a: Competitor customers dislike the packaging used by Nespresso.

H7b: Competitor customers find Nespresso products expensive.

H8: Efficient customer service is positively correlated to customer retention.

H9: Customers find it easy to provide feedback to Nespresso via Nespresso website.

H10: Nespresso uses sustainable materials that are easy to dispose of for their coffee pods and coffee machines. **

H11: Customers and non-customers are not very well informed about Nespresso sustainable farming and recycling.

H12: Sustainability programs have a favorable impact on brand image and thereby have a positive impact on Nespresso consumer demand.

H13: Social media marketing has the biggest impact on Nespresso target market in this digital era.

Research Design

- Exploratory research was used to learn more about consumer preferences and tastes, the newest technology Nespresso uses, customer support, product development, and sustainability initiatives. Market overview and literature review was obtained through exploratory research, and the data was used to support research aims by developing hypotheses that would aid in decision-making. The market overview was used to study the immediate competition faced by Nespresso , current market conditions and industry sustainability efforts
- Gaining profound understanding and comprehending the interplay of variables impacting research objectives can also be facilitated by using a conclusive research design that emphasizes descriptive and causal research. The developed hypotheses will be tested and the relationship between the variables displayed in the analytical model will be examined through the application of causal research(cause & effect) for example we would be looking at the relationship between consumer age and coffee preference, lifestyle, and coffee consumption etc. Since we need to get data from Nespresso consumers as well as non-consumers, a multiple cross-sectional design will be employed. Consumers will be surveyed as one sample and non-consumers as another sample at two different time intervals over the course of 6 months .A longitudinal design will not be used because of the six-month time limit.

Sampling Design

Target Population

- Nespresso's target population consists of both Nespresso consumers and non-consumers, the latter of whom are customers of Nespresso competitors who do not use any Nespresso goods. Nespresso will be focusing on consumers over the age of 18 for our research because as per research aims, we are interested in young adult consumers and older , and these consumers will be classified as upper middle class based on their financial stability.

Sampling Frame

- The sampling frame for Nespresso consumers will be the customer database provided by Nespresso . For the non-consumers of Nespresso, we will have to find a suitable sampling frame that will help achieve Nespresso research aims as the database provided by Nespresso will not provide non-consumer information . We can partner with online coffee magazines and coffee related blogs to identify subscribers who aren't Nespresso consumers and create a sampling frame whilst complying with data regulations and privacy concerns of the related website.

Sampling Technique

- Under probability sampling a stratified sampling approach will be used as it allows to break down the population of interest that is Nespresso consumers on variety of demographics such as age , geographic location , income level etc. The next step is to select a predetermined number of elements from each stratum using simple random sampling. Therefore, the business will be able to analyze customers with various attributes, resulting in samples that are typical of the total population. Compared to other probability sampling approaches, stratified sampling is the most appropriate since it is a flexible methodology that can be tailored to satisfy research aims and features of the population under study.
- Judgmental sampling will be used as a non-probability sampling technique for non-consumers , under judgement sampling approach the researcher or expert employed chooses elements to the sample because they are considered to representative of the population of interest, and this is done on the basis of judgement of the researcher.

Sampling Size

- Sampling size of 5000 Nespresso consumer will be chosen primarily through the customer database that is provided , however the sample size of non-consumer will have to be decided carefully. Since a sampling frame is not provided for non-consumers and a six-month time constraint exists a sample size of 3000 will be selected from the sampling made for non-consumers.
- A report published by NCA in the US mentions that a 70% completion rate was achieved using an online survey on over 3000 US coffee consumers (Research, 1999) , Therefore this completion rate along with an assumed incidence rate of 85% will be used to calculate the minimum participants to be selected when choosing for samples to ensure 5000 consumer and 3000 non-consumers respond appropriately. Therefore, the initial sample size for Nespresso consumers would be 8404 ($5000/0.85*0.7$) and non-consumers would be 5402 ($3000/0.85*0.7$).

Fieldwork

- An online survey method will be used as this would be the most the quick method to reach a wider audience within a six-month time period , the data quality and control of information received would also be standardized and uncontaminated as responses are recorded on the cloud immediately without third party intervention. The link to the survey may be sent to the emails of consumers as mentioned in the customer database provided by Nespresso and for the non-consumers screen pop up surveys may be used on the online coffee magazine sites disclosing the compensation for participating in the survey clearly.
- Computer Assisted Personal Interviews (CAPI) may be used when surveying older folk of the population of interest as they may face technical difficulties when completing the survey and this will make the process seamless and quick.

Multivariate Analysis Technique

Cross Tabulation

- A statistical technique used to study the relationship between two or more categorical variables. In the context of market research for Nespresso this technique will help identify any patterns and relationships between consumer preference, for example the relationship between coffee preference and the technology used by Nespresso or the relationship between consumer pain points like the relationship between product development and product packaging as mentioned in the research aims. A pivot table would help understand the varied factors that influence customer satisfaction and help infer areas for improvement.

Discriminant Analysis

- It is a statistical technique used to determine which predictor variables best distinguish between the categories of the dependent variable. This technique can be used by Nespresso to prioritize efforts made to address customer dissatisfaction, personalized marketing efforts to target consumer groups and identify product attributes that will combat competitor products. Nespresso can also assess the impact of sustainability on consumer purchasing and consumer attitude towards Nespresso by identifying the customer groups responsive to sustainability campaigns and factors that influence their participation.

Limitations Of The Research & Scope For Further Research

- There are most certainly other factors that may affect consumer taste and preferences of coffee flavors besides consumer demographics and new brewing technology like trending coffee flavors among social media influencers ,psychological state etc. There is scope for further research in this domain.
- The oversimplification of complex interactions, reliance on sample size, and assumptions of rational decision-making are some of the limitations of both discriminant analysis and cross tabulation, which may negatively impact interpretation and application in market research.
- The sampling units selected for non-consumers may not be an accurate representation of our target population as we use judgement sampling which may include potential bias , this may have a negative impact on the outcome of our market research process.
- The time period of six months constrains the market research process , creating a sampling frame of non-consumers of Nespresso within six months and conducting the market research process may not give the most optimal result.
- The report tends to focus on European and US markets, this does not necessarily generalize an overall view over all Nespresso customers worldwide therefore closer attention needs to be paid to other markets such Asia , Middle East etc.
- Further research can be conducted to look into making the coffee preparation seamless to avoid any form of discrimination , like looking into smart coffee machines with an online assistant to help those differently abled or due to language barriers.



Questionnaire

Nespresso Consumer/Non-Consumer Insight

Complete the questionnaire and receive a gift basket worth \$100 filled with Nespresso products and accessories !

- Your input is especially important to us as we work towards becoming your go-to coffee partner! This online survey investigates your thoughts on emerging technology, your favorite coffees, and the things that are really important to you about Nespresso. We appreciate your time and will use your candid responses to shape your future coffee experience.

Part A: Consumer Background & Coffee Consumption

1) Are you a Nespresso coffee consumer?

- Yes
- No

If your answer to question 1) was “No” then what is your preferred coffee choice?

2) What is your geographical Location (choose your country of residence from the drop-down menu shown below)

3) How often do you consume coffee?

- Daily
- Once a week
- Twice a week
- Zero consumption of coffee

4) a) What is your coffee preference?

- Strong and bold coffee flavors
- Smooth and soothing coffee flavors
- Flavored varieties
- Seasonal coffee varieties
- Espresso



b) For the preference chosen above , on a scale of 1-10 rate how much you like the coffee choice. (Colour the box based on your rating , the last box on the left being one and the last box on your right being ten)

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5) Would you say you have a busy lifestyle?

- Yes
- No

If so , how many hours do you work/study every day? ('2-4 hours' indicates the individual does work/study for 2 hours or more but less than 4 hours per day)

- 1 hour
- 2-4 hours
- 4-8 hours
- 8-12 hours
- 12 or more hours



Part B : Consumer feedback on Nespresso flavors and technology

- 1) a) Do you like the latest technology employed by Nespresso ?
- Yes
 - No
 - I am not aware



If your answer for part a) is “yes” , in the table below indicate your rating on the perceived advantages of the latest technology employed by Nespresso in the desired box using the 5 -pointer scale below,

Advantages	Strongly Agree	Agree	Agree nor Disagree	Disagree	Strongly Disagree
Easy To Use					
Less Time Taken To Prepare Coffee					
Cost Effective					
Less Energy Consumed					
Recyclable Waste					

b) If you are not a Nespresso customer, what are the advantages you enjoy with your personal coffee choice ? Please do mention them in the space provided.

2) a) Has your coffee taste changed overtime ?

- Yes
- No

b) Do you try out any seasonal or adventurous coffee varieties?

- Yes, I try out seasonal varieties for a different experience.
- I like trying out new flavors of coffee once in a while.
- No, I prefer my usual coffee choice because I do not want to risk being disappointed.
- No because the new coffee varieties are expensive in comparison to normal coffee choices.

c) if your answer for 2)a) is “no” , why do you stick to your coffee choice without a change over a time period? A short reply would be appreciated.



3) ‘Visually handicapped individuals find it easy to use Nespresso coffee machines ’ , What is your opinion on this statement?

- Strongly agree
- Agree
- Agree nor disagree
- Disagree
- Strongly disagree



4) Would you be prepared to spend extra money on a coffee machine with more innovative technological features?

- Yes
- No
- Maybe

5) How concerned are you regarding the environmental impact of coffee machines?

- Very concerned
- Concerned
- Neutral
- Not concerned
- No interest at all



Part C : Customer service , Product development and Packaging

1)

a) "I believe Nespresso provides high quality customer service", Do you agree with this statement?

- Yes
- No

State your reason for your answer in the box given below.

b) Which of the following does Nespresso customer service lack ? You may pick more than one choice.

- i. Seamless problem solving
- ii. Respect for customer loyalty
- iii. Empathy and care
- iv. Go the extra mile for support
- v. Valuing of customers



If you have any others answers than the ones mentioned above you may state your answer in the box given below,

c) Do you believe customer service levels impact your purchasing decision?

- Yes
- No

If your answer for the above is "Yes" , on a scale of 1-10 rate the impact customer service has on your purchasing decision. (Colour the box based on your rating , the last box on the left being one and the last box on your right being ten)

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If your answer for the above is “No” , State why you believe customer service levels does not impact your purchasing decision in the box given below ,

d) “Overall, I believe Nespresso has an effective CRM (customer relationship management) approach to understanding and satisfying consumer needs.,” Do you agree with this statement ?

- Strongly agree
- Agree
- Agree nor disagree
- Disagree
- Strongly disagree



2) a) What do you like most about Nespresso products? Pick an answer from the choices given below , you may pick multiple answers.

- Cost friendly
- Easy to use
- Easy to dispose
- Elderly & Disable friendly
- Energy efficient
- Innovative and exciting flavors of coffee
- No answer



If you have another answer than the suggestions mentioned above, State your answer in the box given below.

b) What do you dislike about Nespresso products ? Pick an answer from the choices given below ,you may pick multiple answers.

- Premium prices
- Artificial flavors and lack of authenticity
- Use of unsustainable material
- False advertising
- Difficult waste disposal
- No answer



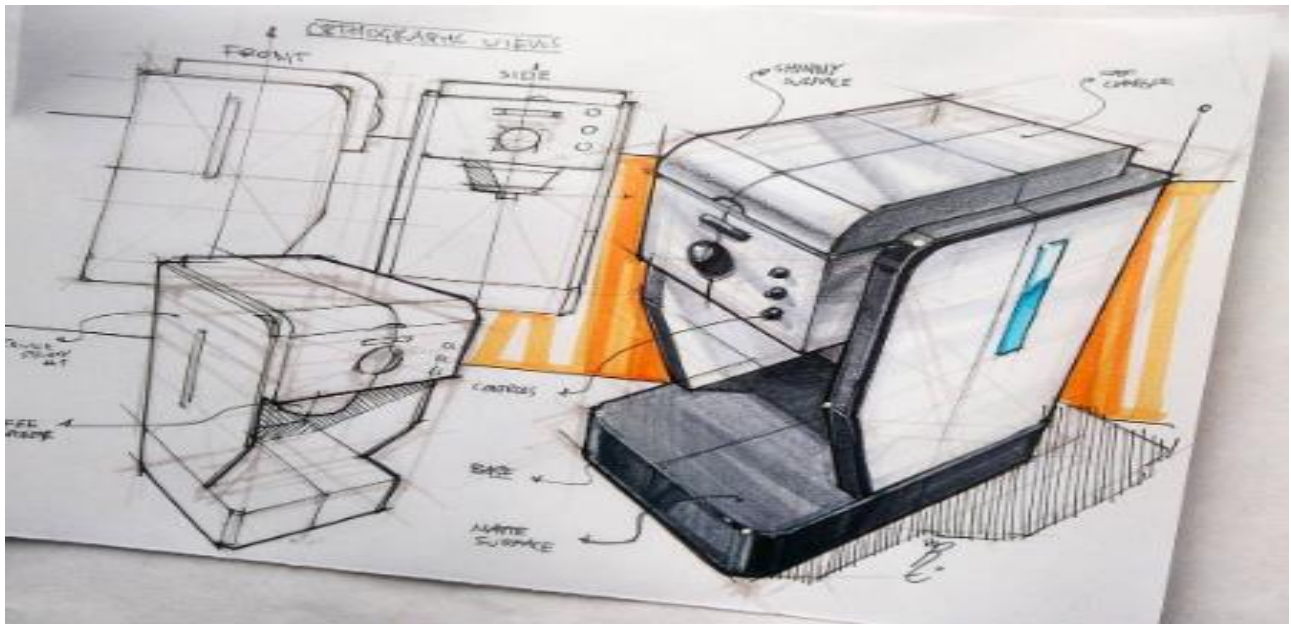
If you have another answer other than the suggestions mentioned above, State your answer in the box given below.

c) If any , State suggestions you may have to improve Nespresso products or an initiative you would like to see in future Nespresso products in the market. Use the box given below.

3) a) Using the table below please state your opinion on the statements given by Nespresso in the desired box using the 5 -pointer scale below(tick the appropriate box).

Statement	Strongly Agree	Agree	Agree Nor Disagree	Disagree	Strongly Disagree
"I find it easy to provide feedback on my product experiences to Nespresso."					
'Packaging used by Nespresso is sustainable and easily disposable.'					
'Nespresso packaging is children safe , as in there is no toxic or choking hazard towards minors.'					

b) What are your thoughts on the packaging used by your personal coffee choice? State your answer using the box given below .(Nespresso consumers can ignore this question and proceed to part D)



Part D : Sustainability Efforts & Initiatives

1) a) Have you heard of Nespresso efforts towards sustainable farming?

- Yes
- No



If yes , on a scale of 1-10 rate how well informed you are about its sustainability initiatives.
(Colour the box based on your rating , the last box on the left being one and the last box on your right being ten)

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b)

(i) If your answer to part a) was 'yes' , how did you hear about Nespresso sustainability initiatives and efforts? You may pick an answer from the choices given below, you may choose multiple answers.

- Nespresso website
- Coffee blogs
- Newspaper
- Social Media
- Lifestyle Magazines

If you have an answer that is not mentioned in the suggestions above , you may state your answer in the box given below,

(ii) What mode of marketing or advertising do you believe is most effective to increase visibility of Nespresso sustainability efforts?

- Social media marketing
- Email marketing
- Product package marketing
- In-store promotions and campaigns
- Influencer partnerships

If you have any other modes of marketing than the options mentioned above , Please mention in the box given below,

2)

a) Do you believe sustainability initiatives and efforts have an impact on your purchasing decision ?

- Yes
- No

If yes , on a scale of 1-10 rate the impact sustainability initiatives and efforts have on your purchasing decision . (Colour the box based on your rating , the last box on the left being one and the last box on your right being ten)

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- b) State any suggestions you may have or initiatives that you will like Nespresso to take towards supporting a sustainable future , you may use the box given below.

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Part E: Consumer/Non-Consumer Demographics

1) What is your age?

- 18 – 25
- 25 – 35
- 35 – 45
- 45 and above

2) What is your monthly income?

- Less than \$5000
- \$5000-\$10000
- \$10000-\$15000
- More than \$15000
- Rather not say

3) What is your gender?

- Male
- Female
- Other
- Rather not say



THANK YOU.....THE END

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