## **Marketing Research Project**

Sta	rt of Block: Default Question Block					
Q1	Q1 Please indicate your source of income below					
	○ Full-time job (1)					
	O Part-time job (2)					
	Receiving allowance from families/friends (4)					
Q2	What is your average annual income?					
	\$0-\$30,000 (1)					
	\$31,000-\$60,000 (2)					
	\$61,000-\$90,000 (3)					
	\$91,000-\$120,000 (4)					
Q3	How often do you go to Starbucks?					
	O Never (6)					
	O Seldom (7)					
	Once a month (8)					
	Once a week (9)					
	Opaily (10)					

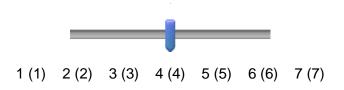
Q4 What is the average price you pay for a cup of coffee?					
O lower than \$3 (1)					
<b>\$4-\$7</b> (2)					
S8-\$11 (3)					
\$12-\$15 (4)					
○ \$16 above (5)					
Q5 How would you rate Starbucks in terms of price?					
O Very Expensive (1)					
○ A little bit expensive (2)					
O Neither expensive nor inexpensive (3)					
○ A little inexpensive (4)					
O Very inexpensive (5)					
Q6 Please rank the following coffee brands in terms of liking (1=favorite, 5=least favorite)  Dunkin Donuts (1)  McDonald's (2)  Tim Horton (3)  Starbucks (4)  Blue Bottle (5)					

Q7 From 1 to 5, please rank the following ways of getting a coffee in order of liking (1 is most liked, and 5 is least like)  Going to a cafe store and ordering at the register (1)  Mobile order & pick up (2)  Using Expresso machine or making coffee at home (3)  Delivery from a nearby fast-food chain store (4)  Getting coffee beverages at a convenient store (5)	
Q8 Please allocate 100 points among the following 5 qualities on choosing coffee so that your allocation reflects the importance of each attribute to you.  Caffeine level:	
Q9 How familiar you are with Starbucks Reward System?	
O Not familiar with it at all (1)	
○ A little bit familiar (3)	
O Neither familiar nor not familiar (4)	
O Somewhat familiar (5)	
O Very familiar (8)	

would you change your response in Q3?										
O From never to seldom (2)										
○ From seldom to once a month (3)										
O From once a mo	From once a month to once a week (4)									
O From once a wee	From once a week to daily (5)									
I don't wish to change my response for question 3 (6)										
Q11 How many stars would you be willing to collect to redeem a free drink of your choice in terms of satisfaction?  100 stars (1) 150 stars (2) 200 stars (3)										
Very satisfied (1)										
Somewhat satisfied (2)										
Neither satisfied nor dissatisfied (3)										
Somewhat dissatisfied (4)										
very dissatisfied (5)										

Q10 If you could earn 5 stars instead of 1 star per \$1 you spend at a Starbucks store, how likely

Q12 On a scale of 1 to 7, how likely would you visit Starbucks before a bonus star offer ends? Ex: Starbucks offers you 100 bonus stars and it will expire within 3 days.



Q13 How would you redeem your reward(s) if you have collected 200 stars?
O Redeem a free drink of my choice with no price value constraint (1)
O Redeem 2 bakery items (2)
O Save my stars and collect more stars to redeem a merchandise(ex: a tumbler) (3)
O Redeem for special customizations (ex: add more shots of expresso in your drink) (4)
O Redeem 2 hot coffees with no customization and size constraints (5)

Q14 How satisfied are you with the overall attributes of Starbucks?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	
Affordable	$\circ$	$\circ$	$\circ$	0	$\circ$	Not affordable
Various locations for accessibility	0	0	0	0	0	Limited locations for no accessibilities
Good promotion program	$\circ$	$\circ$	$\circ$	0	0	Bad promotion program

Q15 On a scale of 1 to 7, how likely would you go to Starbucks if it offers a promotion?(Ex: participating in a reward program) 1 being least liked and 7 being most liked



**End of Block: Default Question Block**