

Marketing Research Project

Start of Block: Default Question Block

Q1 Please indicate your source of income below

- ☐ Full-time job (1)
 - ☐ 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?

- ☐ Never (6)
 - ☐ Seldom (7)
 - ☐ Once a month (8)
 - ☐ Once a week (9)
 - ☐ Daily (10)
-

Q4 What is the average price you pay for a cup of coffee?

- ☐ lower than \$3 (1)
 - ☐ \$4-\$7 (2)
 - ☐ \$8-\$11 (3)
 - ☐ \$12-\$15 (4)
 - ☐ \$16 above (5)
-

Q5 How would you rate Starbucks in terms of price?

- ☐ Very Expensive (1)
 - ☐ A little bit expensive (2)
 - ☐ Neither expensive nor inexpensive (3)
 - ☐ A little inexpensive (4)
 - ☐ 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 Espresso machine or making coffee at home (3)
 - _____ Delivery from a nearby fast-food chain store (4)
 - _____ Getting coffee beverages at a convenient store (5)
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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 : _____ (6)
- Flavor (ex: vanilla, caramel, etc.) : _____ (7)
- Diary (ex: milk, cream, etc) : _____ (8)
- Price : _____ (9)
- Sweetness : _____ (10)
- Total : _____
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Q9 How familiar you are with Starbucks Reward System?

- ☐ Not familiar with it at all (1)
 - ☐ A little bit familiar (3)
 - ☐ Neither familiar nor not familiar (4)
 - ☐ Somewhat familiar (5)
 - ☐ Very familiar (8)
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Q10 If you could earn 5 stars instead of 1 star per \$1 you spend at a Starbucks store, how likely would you change your response in Q3?

- ☐ From never to seldom (2)
- ☐ From seldom to once a month (3)
- ☐ From once a month to once a week (4)
- ☐ From once a week to daily (5)
- ☐ I don't wish to change my response for question 3 (6)
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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)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Somewhat satisfied (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neither satisfied nor dissatisfied (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Somewhat dissatisfied (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
very dissatisfied (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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.



1 (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 (7)

Q13 How would you redeem your reward(s) if you have collected 200 stars?

- ☐ Redeem a free drink of my choice with no price value constraint (1)
- ☐ Redeem 2 bakery items (2)
- ☐ Save my stars and collect more stars to redeem a merchandise(ex: a tumbler) (3)
- ☐ Redeem for special customizations (ex: add more shots of espresso in your drink) (4)
- ☐ 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not affordable
Various locations for accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Limited locations for no accessibilities
Good promotion program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	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



- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)

End of Block: Default Question Block
