Market Research Proposal-Nespresso

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Module- ST3188 (Statistical Methods for Market Research)

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Contents

Executive Summary

Nespresso, a subsidiary of Nestlé, has been a leader since 1986 in the premium coffee market. As the market evolves, Nespresso aims to maintain its competitive edge by prioritizing product innovation, enhancing the customer experience, and emphasizing sustainability. To achieve these objectives, comprehensive market research is proposed to gain insights into consumer preferences, behaviors, and market trends.

The main aim of this research is to comprehend consumer preferences for product innovation, identify customer pain points, and assess the success of Nespresso's sustainability initiatives. Specific research aims include determining preferred coffee blends and brewing methods, understanding demographic influences on customer attitudes, and evaluating awareness and perceptions of Nespresso's sustainability efforts.

A mixed-methods approach combining exploratory, descriptive, and causal research will be employed. Expert surveys, online questionnaires, and statistical analysis techniques will be utilized to gather and analyze data. The research design will focus on understanding market phenomena, testing hypotheses, and examining cause-and-effect relationships to inform strategic decision-making. The target population includes Nespresso customers and competitors' customers, with a stratified sampling technique used for Nespresso customers and judgmental sampling for competitors' customers.

Sample sizes of 8334 for Nespresso customers and 3334 for competitors' customers have been determined to ensure representative data collection. Statistical techniques such as cross-tabulation and ANOVA will provide insights into relationships between variables, customer satisfaction levels, and the impact of demographic factors on preferences and attitudes.

The questionnaire is designed to gather demographic information, assess product preferences, measure satisfaction levels, and evaluate awareness of sustainability initiatives. Different sections are tailored for Nespresso customers and non-customers, ensuring relevant data collection based on respondent categories.

By conducting comprehensive market research, Nespresso aims to gain valuable insights into consumer preferences, market trends, and sustainability perceptions. The findings will inform strategic decisions regarding product innovation, customer experience enhancement, and sustainability initiatives, ultimately ensuring Nespresso's continued success in the competitive coffee market.

Background Information about Nespresso

In 1986, Nestle introduced the Nespresso C-100, pioneering portioned coffee systems. It launched with

four blends—Capriccio, Cosi, Bolero (now Volluto), and Decaffeinato—revolutionizing coffee with Italian espresso perfection. With over 30 years of Swiss innovation, Nespresso operates in 81 countries, and has 802 boutiques. Recognized by Fairtrade Max Havelaar with the top prize for "Innovation in Promoting Free Trade Coffee" in 2022, Nespresso ensures convenient, sustainable coffee access via next-day delivery and a mobile app.

The worldwide logistics cooperation between Nespresso and DHL has been reinforced by a new contract. "The new arrangement is expected to process one million orders in its first year" (Allegra World Coffee Portal, 2023).

The machines can be seen as the leading factor contributing to losses following razor-razorblade model as "Nespresso's strategy, particularly in the early days, was to sell the entry level machines at lower prices and make

Figure 1

money off the back of selling pods in the long term" (Webprofits, 2021).

"The global Nespresso Capsules Market size was valued at USD 13375.0 million in 2021 and is expected to expand at a CAGR of 10.99% during the forecast period, reaching USD 25000.0 million by 2027" (Global Newswire, 2023). Also, "Nespresso (brand value up 217% to CHF2.72 billion) is 2023 year's fastest-growing Swiss brand" (Brand Finance, 2023).

While they might have secured market leadership through pioneering market entry and acquiring patents, they also make few strategic choices such as using "copy, imagery, pricing, and brand association to give the impression of a luxurious and high quality product" (Webprofits, 2021).

Their sustainability commitment says that "every cup of Nespresso coffee should have a positive impact"."Nespresso has a 'zero tolerance' of child labour, and has immediately stopped working with farms in Guatemala while it investigates" (Drewett, Metro, 2020).

Over 93% of coffee is responsibly sourced through the Nespresso AAA Sustainable Quality™ Program which "promotes the adoption of more sustainable agricultural practices, like reducing pesticides and planting shade trees" (Rainforest Alliance, n.d.).
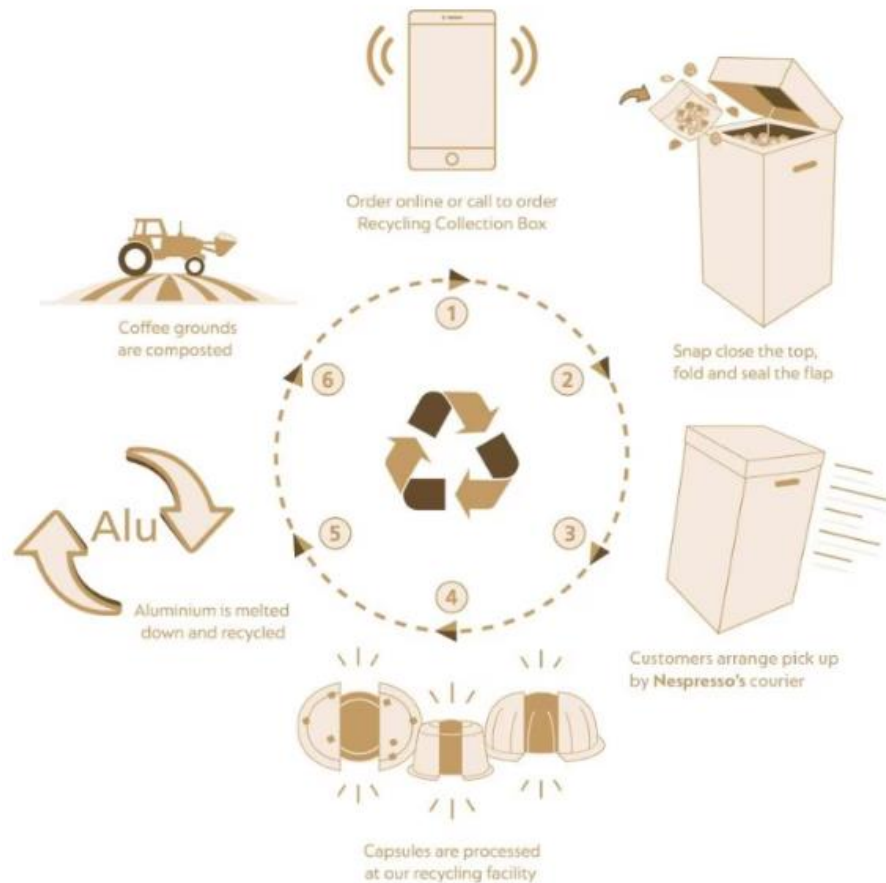
The net zero by 2050 goal set by Nestlé, in line with the Paris Agreement 2015, is made possible by the reductions made by Nespresso. However, it aims to quickening activities to get at zero emissions by 2035, with a target year of 2030 for AAA green coffee production with their Positive Cup strategy and collaborating with Swiss Post for "Recycling at Home".

Figure 2

Business Objectives

- Nespresso aims to lead in the premium coffee market by giving product innovation a priority, creating new coffee blends and brewing techniques.
- Being dedicated to enhancing the whole customer experience based on input from customers.
- Wants customers to have favorable opinions of the sustainability of its pods.

Research Aims

- To precisely determine what new coffee blends (such as seasonal variations) and brewing methods its customers like.
- To better comprehend any customer pain points in order to uncover places for advancement in customer service, product packaging, and quality.
- To assess the success of its initiatives for sustainability and find areas where they may be improved.

The company is researching into different types of coffee and mixing methods as they want to be more innovative in their product range. Aiming on understanding pain points experienced by customers will enable Nespresso to satisfy their customers wholesomely. Wanting to become a green business leads to customers viewing them in a positive light which will enable them to still remain as the market leader.

Market Decision Problem

- What factors should Nespresso consider when investing in the future innovation of new coffee blends and machines and in what avenues of product lines should be introduced?
- To increase competitiveness and to attain market leadership, what strategic measures should be implemented, and which target demographic should be the primary focus?
- How can Nespresso actively elevate the entire customer experience, from the initial point of interaction to post-purchase support, ensuring seamless enjoyment and satisfaction with products and services?
- If prioritizing sustainability, how should Nespresso shape its marketing campaign?

Understanding the Market and Literature review

Nespresso's Customer Base

Nespresso serves diverse customers—home coffee savers, quality enthusiasts, time-strapped individuals, coffee experimenters, offices, premium hospitality, and thoughtful gift seekers.

They mainly "aim on the age group of 18-35, urban, medium to high income looking for coffee shop quality at home" (DIG2100 (2103), 2021).
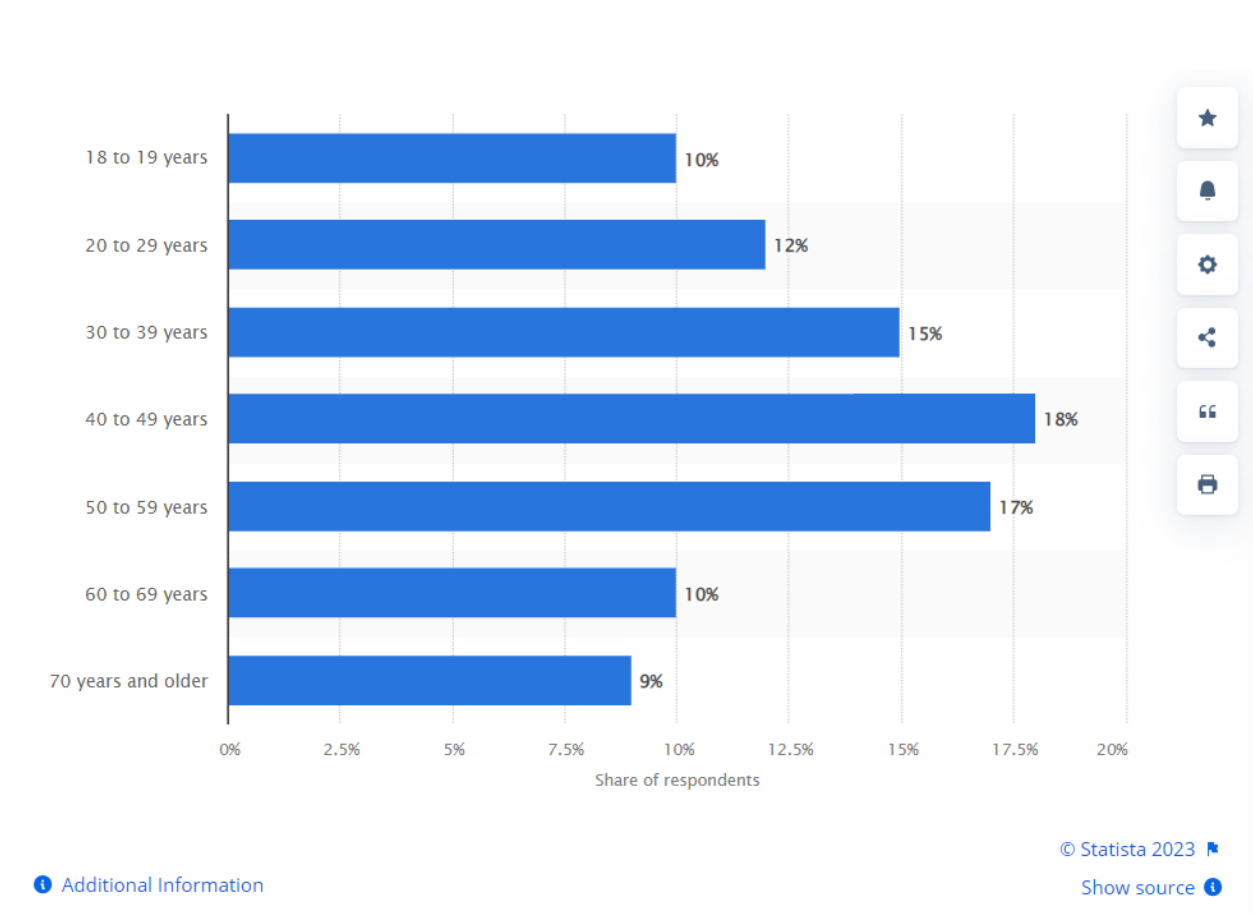
Figure 3

Figure 3 shows "Nespresso coffee machine ownership in the United Kingdom (UK) in 2017, by age" (statista, 2019).

When considering coffee market based on gender "the coffee consumption rate was significantly higher in males (50.8%) than in females (32.8%)" (Gender Differences in Coffee Consumption and Its Effects in Young People, 2013).
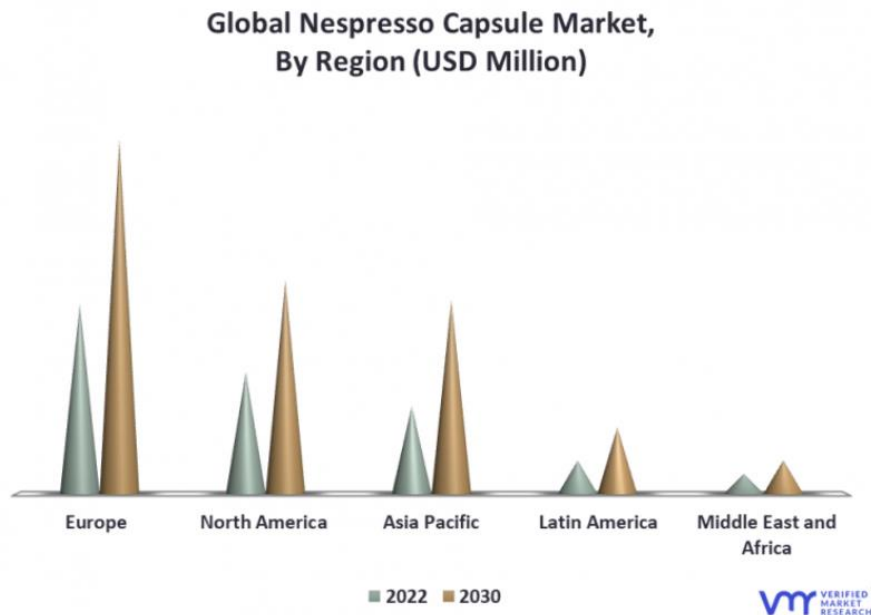
Global Nespresso Capsule Market, By Region (USD Million)

Europe   North America   Asia Pacific   Latin America   Middle East and Africa

■ 2022 ■ 2030

Figure 4

In capsule market by Geography "Europe accounted for the largest market share of 41.93% in 2021. Coffee is among the most dynamic beverage in the European region, which is strongly driven by frequent country-wise innovations and evolving consumer preferences" (Verified Market Research, 2023).

Demand and Supply factors affecting future trends of Coffee prices

Driven by industry leaders like Nestle and Kenco, coffee demand hinges on consumer preferences. Recent years saw a surge due to its trendy image, alcohol substitution, and demand for specialty coffees with rising incomes. However, demand doesn't alone dictate prices; short-term supply factors, like weather and diseases, play a pivotal role. Coffee's inelastic demand heightens susceptibility to price volatility. Predicting trends is intricate, influenced by unpredictable elements like climate change. The rise of coffee consumption in Asia and a move towards fair-trade practices may impact prices, offering insights amid uncertainties.

Nespresso vs Competition

Rivalry among recently established portioned coffee companies is intense. Malongo, a French-based company, also competes in the high-end segment by offering coffee pods through its flagship stores. "Nespresso is threatened by other units within the Nestlé Group, such as Nescafé's Dolce Gusto brand of

Capsule Wars

Nestlé is fighting to keep its hold of the booming coffee capsule business.

Nespresso has been losing market share in the business it created...

...as more rivals pile into the lucrative sector.

Nespresso's global market share by volume

	2015 global market share by volume

Brand	Company	2015 global market share by volume
Nespresso	Nestlé SA	11.1%
Senseo	Jacobs Douwe Egberts	10.0%
Nescafé Dolce Gusto	Nestlé SA	6.5%
Keurig	Keurig Green Mountain	6.0%
Tassimo	Jacobs Douwe Egberts	5.3%
Keurig	Starbucks	3.0%
Keurig	JM Smucker	2.0%

Source: Euromonitor (market share); the company (photos)
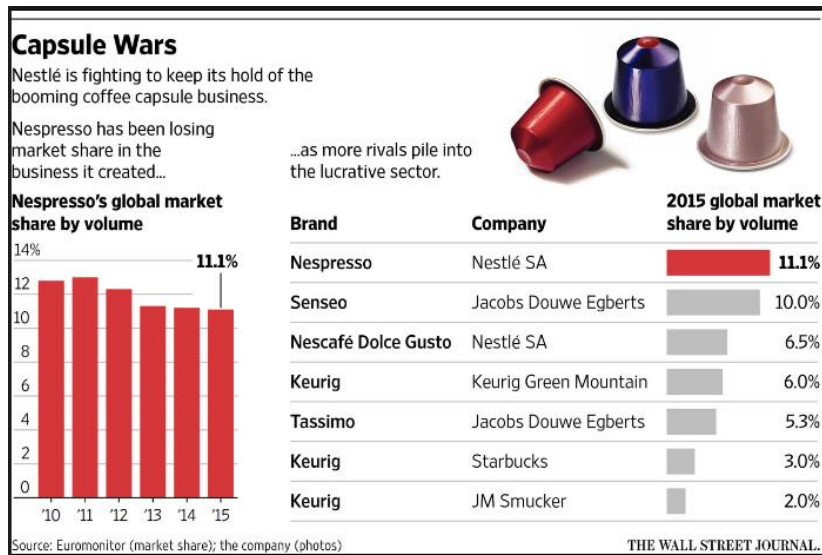
THE WALL STREET JOURNAL.

Figure 5

coffee capsules and pods" (Medium, 2017). Also, Senseo and Tassimo coffee machines, provide tea and hot chocolate capsules at more affordable price points. Despite holding 34% of the market share in 2014, Nespresso's main competitor was Dolce Gusto.

Policies and Regulations in the Coffee Market

The European Union's legislation on coffee focuses on food safety via the General Food Law, ensuring hygiene and blocking unsafe products. Imports from non-compliant countries face stringent conditions. Regulations cover contaminants, setting maximum levels for pesticides, mycotoxins, pathogens, solvents, and hydrocarbons.

One of them is the European Union setting packaging rules "to clean up the packaging industry, from coffee pods to single-use plastic bottles, in an effort to reduce waste" (Bloomberg, 2022).

Sustainability trends in the coffee market

Sustainability is a key trend in the coffee sector. In response to environmentally conscious consumers, brands are adapting to the demand for eco-friendly practices throughout the value chain. "Users are willing to change brands or pay more for a product that uses packaging that is more respectful of the planet" (Rieusset, 2022). To meet these market trends, the industry is shifting towards more sustainable, high-quality coffee packaging, aligning with the premium nature of the product.

Figure 6

"In 2020, 48% of coffee launches made at least one sustainable claim, according to Mintel Global New Products Database" (Food Navigator Europe, 2021). The above figure shows the sustainable development goals to be followed which Nespresso is also aiming to achieve.

Nespresso's "The Sounds of Sustainability" project uses eBird updates to connect customers with sustainability. Through bird sounds, images, and coffee tours, it highlights biodiversity as well as providing a holistic view of sustainability, creating a bridge between people and Nespresso's efforts.
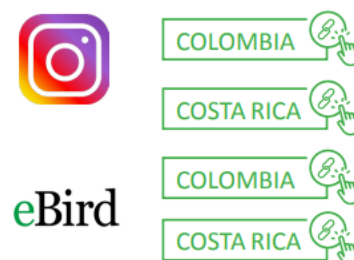

Figure 7

Covid-19 impact on Coffee Market

The COVID-19 outbreak has significantly impacted international trade, notably affecting the coffee industry. The below bar chart shows the **"**Comparison Between Two Years in World Coffee Consumption" (Data Bridge Market Research, 2020)**.**
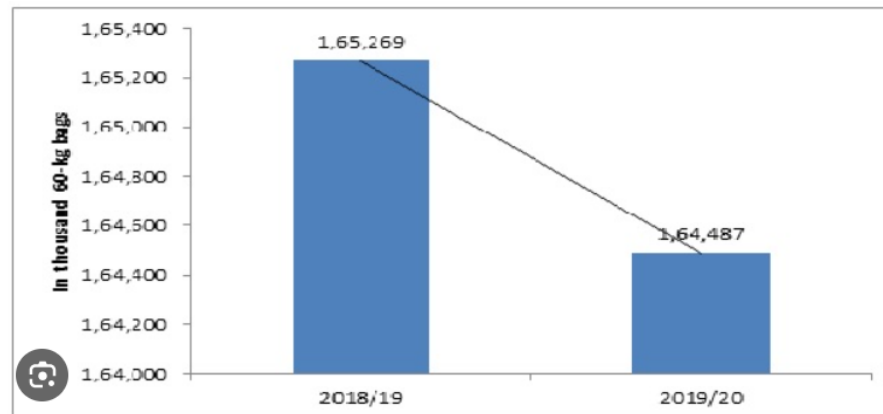
Figure 8

Amid the initial weeks of the COVID-19 crisis, the coffee market experienced a demand surge driven by panic buying, stockpiling, and a shift from out-of-home to at-home consumption due to social distancing. However, with global recession faced in 2020, rising unemployment and reduced incomes made consumers price-sensitive, impacting high-end coffee sales.
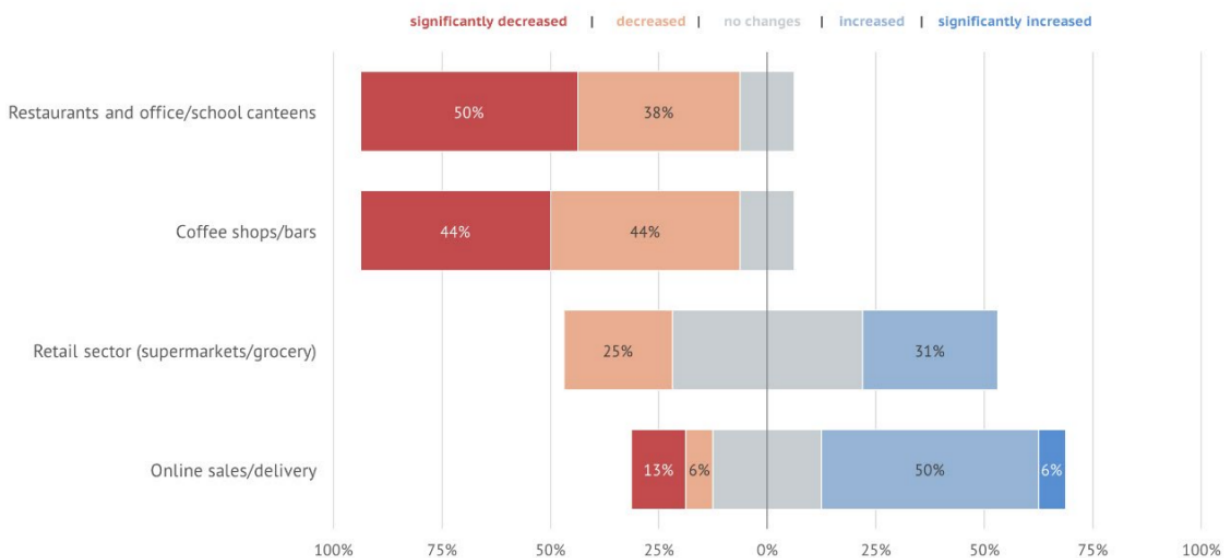

Figure 9

Figure 9 shows "Impact of covid-19 on coffee consumption – To what extent have these areas been affected" (Impact of COVID-19 on the Global Coffee Sector: Survey of ICO Exporting Members, 2020). The online grocery retailers have adapted effectively to lockdown conditions as "Coffee was already the number one e-commerce grocery product before 2020" (BBC, n.d.).

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Market Research Problem

Broad Statement

- To understand consumer preferences for product innovation and customer pain points in order to secure the largest market share (in premium coffee), while exploring avenues to raise awareness about Nespresso's sustainability initiatives.

Specific Components

- Based on product preference
- Machine type:- Nespresso Original or Vertuo machines.
- Based on which proportion of consumers prefer to have premium coffee at home or to visiting coffee shops.
- Based on the demographics of the consumers.
- Based on which communication modes should customers be reached out to.
- Based on which types of promotional campaigns are required.
- Influence of social media and green trends towards sustainability.

Research Approach

Research Questions

1. What are the different kinds of capsules and machines that are preferred the most?
2. Do safety improvements impact product expansions?
3. What effects does demographic variable age have on customer attitudes and willingness to pay for Nespresso?
4. What effects does demographic variable income have on customer attitudes and willingness to pay for Nespresso?
5. What effects does demographic variable gender have on customer attitudes and willingness to pay for Nespresso?
6. What effects does demographic variable geography have on customer attitudes and willingness to pay for Nespresso?
7. Which economic factor varies the most across different geographies of the target market?
8. What are the most effective modes of communication, and how might it shape the future of reaching out customers?
9. How important is sustainability to customers?
10. How aware are customers currently about Nespresso's sustainable initiatives and what are their current views?
11. What platforms are most commonly used by the target market that initiatives can be promoted on?

Analytical Model
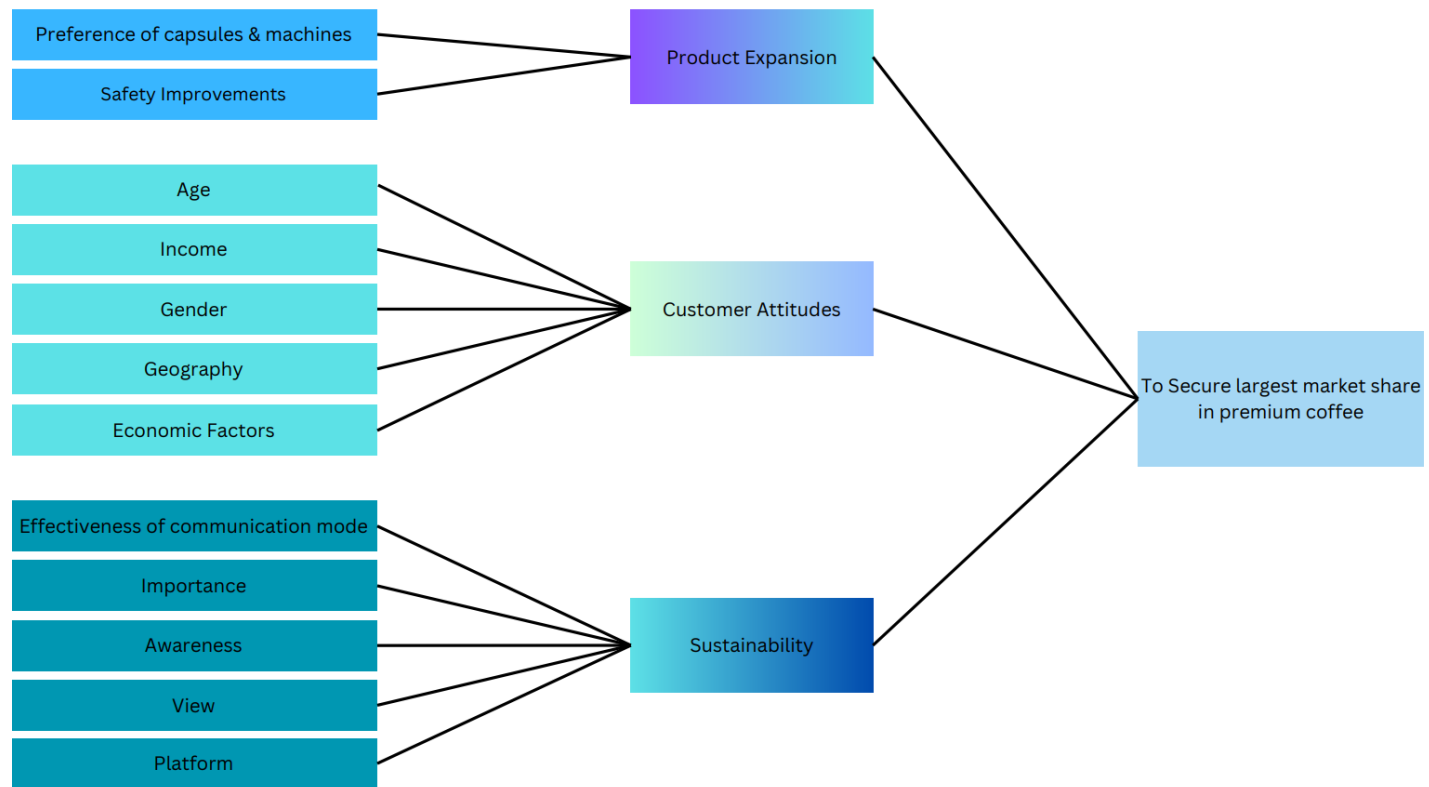
Hypothesis

H1: Innovations and Designs of different kinds of capsules and machines may have a positive impact on future product preference.

H2: Safety Improvements has a positive impact on product expansion.

H3: Consumers in the age group 18-35 will have positive attitudes and a higher willingness to pay for Nespresso.

H4: Rise in household income will have a corresponding rise in customer willingness and preference towards Nespresso.

H5: Males can have a higher impact than females when determining future customer preference.

H6: European region will have a higher influence on willingness and preference towards Nespresso.

H7: Factors such as policies and regulations in potential locations of the European Union will be affected with packaging rules being imposed.

H8: E-bird updates through Instagram is used when reaching out to customers which will affect in a positive light.

H9: Understanding the level of importance of sustainability to customers have a positive impact on their sustainability pods.

H10: Moderate level of awareness of customers through the Sounds of Sustainability project on sustainability initiaves and their current views will have a positive impact on sustainability pods.

H11: Social media platforms are the most commonly used hence can positively influence promoting initiatives.

Research Design

A research design is a roadmap for the research project as it outlines the steps needed to gather information and solve marketing research problems.

For comprehensive insights into the coffee market, **exploratory research was employed**. Expert surveys available online from industry professionals and coffee connoisseurs offered valuable perspectives to help understand the problem at hand. Quantitative exploratory multivariate methods identified patterns within the customer base, facilitating targeted marketing strategies.

Conclusive research tests specific hypotheses and examine relationships. **Descriptive research**, based on large samples was used to describe market phenomena such as age within 18-35 which are mid to high income levels. An age cohort analysis in the form of a multiple cross-sectional design, tracking characteristics of people born in the same time interval will be utilized based on the time and budget allocated.

Causal research seeks evidence for cause-and-effect relationships, aiding informed decision-making. Causal research will be used to test the hypotheses generated using exploratory. The correlations between variables were identified using descriptive research and these relationships will be examined using causal. Use of test marketing in a limited geographic area to assess its performance before a full-scale launch of a new coffee blend can refine its marketing strategies, pricing, and promotional efforts to better align with the preferences and expectations of the target audience.

Sampling Design

Target population

1. Nespresso Customer Base

Nespresso's customer base includes both medium to high-income individuals seeking coffee shop quality at home and corporate customers using Nespresso for offices and hospitality. To gather necessary information, the sample for research must include both individuals and corporate customers. As customers of Nespresso are dispersed across a vast number of international geographic locations, it is essential we pick hotspots so as to complete the research by the six-month time frame requested by Nespresso. Customers from stores in each of the following regions will be used to construct the sample; Europe, America, Asia and Oceania, Africa and the Middle East and Persian Gulf.

2. Competitor Customer Base

Nespresso dominates the market but competitor companies do exist. For research purposes, a fraction of customers of the 7 strong Nespresso customers "Keurig, Tassimo By Kraft, Maison Du Café (L'Or) By Sara Lee, Ethical Bean Coffee, Illy, Lavazza, Nescafé- Dolce Gusto" (O'Conner, 2023) will be considered. Since an online methodology is preferred competitor customers purchasing coffee from online platforms such as Amazon or Coffee specific websites can be considered to be interviewed.

Sampling Frame

The Day to day operational data and customer information through databases of Nespresso online customers as provided, will serve as the sampling frame for current customers. Competitor information will have to be gained through competitors' websites and also by using social media to capture customers via comments and likes.

Sampling Technique

This study employs profitability and non-profitability sampling for Nespresso customers. Stratified sampling, dividing the population into strata, ensures a representative sample which effectively examines elements with varied connections. Stratified sampling excels in producing conclusive research with robust statistical inferences, surpassing non-probability methods by capturing population diversity.

After stratification, simple random sampling is used to select items within each stratum, providing equal chances for every candidate. Homogeneity within strata is emphasized, while heterogeneity between strata is essential. Following this process, **online surveys** are tailored for selected participants based on clear segmentation, enhancing the representation of the online customer base.
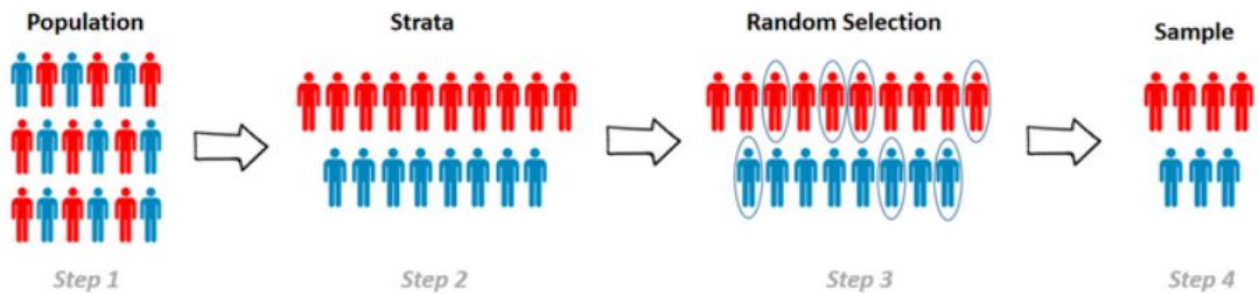

Figure 10

For Nespresso's competitors' customers, judgmental sampling is quick and cost-effective but lacks full representativeness. Here the researcher relies on their expertise and professional judgment to choose the units for inclusion. Despite drawbacks, a large sample size mitigates the impact. Managing duplicate responses is crucial across multiple platforms to maintain data integrity.
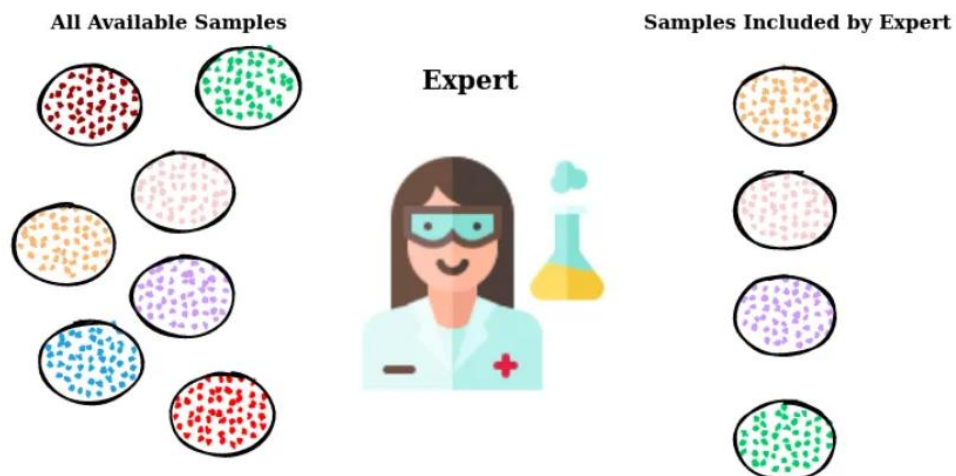

Figure 11

Sample Size

As per the request of Nespresso a sample of 5000 will be surveyed. However, considering the time frame provided by of 6 months, a smaller sample for competitor customers would be appropriate. The sample

size recommended for this population is therefore 2000. This number can be split and given weightage according to the market share of the coffee market among competitors.

$$\text{Initial sample size} = \frac{\text{Final sample size}}{\text{Incidence rate x Completion rate}}$$

(Assumption: Initial sample sizes will be calculated with incident and completion rates for online survey is 75% and 80%)

Sample size;

Nespresso= 5000/ (0.75 * 0.8) =8333.33

Competitors=2000/ (0.75 * 0.8) = 3333.33

Therefore, the Initial sample sizes will be as follows,

Segmentation	Initial sample size
Nespresso	8334
Competitors	3334

To increase response rates,

- Giving discounts as an incentive when making their next online purchase of coffee capsules will increase the level of response rate to the survey.
- For non Nespresso customers, using prepaid-monetary incentives will be more effective.

Multivariate Analysis Techniques

Cross-Tabulation

Cross-tabulation analyzes relationships between variables by displaying their joint distribution. Unlike frequency distribution, it merges multiple variables' distributions into one table. For Nespresso, it explores connections between customer characteristics (e.g., level of income) and product preferences (e.g., digital versus physical purchases). By analyzing level of income and product choice, Nespresso gains insights into customer behavior, tailoring marketing strategies. Analyzing additional variables provides further insights, helping Nespresso understand its customer base and refine offerings to meet diverse preferences.

ANOVA

ANOVA is a statistical technique used to test differences between means for two or more populations. In the context of Nespresso, ANOVA can help analyze customer satisfaction across different coffee blends or machine models. One-way ANOVA examines the effect of a single categorical variable, such as new coffee blends, on how much customers and non-customers are willing to pay. However, if Nespresso wants to explore the combined effects of multiple factors, such as coffee blend, machine model, and customer age group, they can use n-way ANOVA. This technique allows Nespresso to test for interactions between factors, providing deeper insights into customer preferences and helping refine marketing strategies and product offerings accordingly.

Limitations and Scope for Further Research

Stratified sampling in online surveys faces challenges. Despite aiming for representativeness, it may fall short if strata fail to accurately mirror population diversity. Identifying suitable strata is challenging, especially in online communities where characteristics are less discernible. Dynamic changes in online populations can hinder stratified sampling's adaptability, impacting sample accuracy. Additionally, technical challenges arise in implementing and managing this method, particularly in ensuring precise categorization of participants within strata on survey platforms.

Judgmental sampling in online surveys is limited by selection bias, lack of objectivity, and the absence of randomization. Findings may struggle to generalize, given subjective participant selection. Limited control over external factors adds complexity to drawing accurate conclusions from the sample.

Figure 12

Nespresso can conduct targeted market research to identify promising regions for expansion, examining cultural nuances, consumer preferences, and competitive landscapes. For technological integration, exploring collaborations with tech experts and conducting feasibility studies on AI or IoT enhancements such as improving into customized AI coffee arts can keep Nespresso at the forefront of innovation.

Understanding cross-cultural consumer preferences requires in-depth surveys and focus groups to uncover regional tastes, rituals, and perceptions, informing customized marketing strategies for diverse markets.

Annexure

Questionnaire

You are invited to take part in this survey for the company Nestlé Nespresso S.A. This will take about 5 to 7 minutes to complete. Nespresso customers will receive an exclusive 50% discount coupon as a token of appreciation. For non-Nespresso customers, enjoy a complimentary $50 Amazon gift card upon completion. Your time is truly appreciated!

Section A

This section aims to gather general demographic information about participants to enhance our understanding of consumer preferences and behaviors. Your details help shape how we cater to your needs. Thank you for providing this valuable information.

1)Which category best describes you?

- ☐ Nespresso Customer
- ☐ Customer of Another Coffee Brand
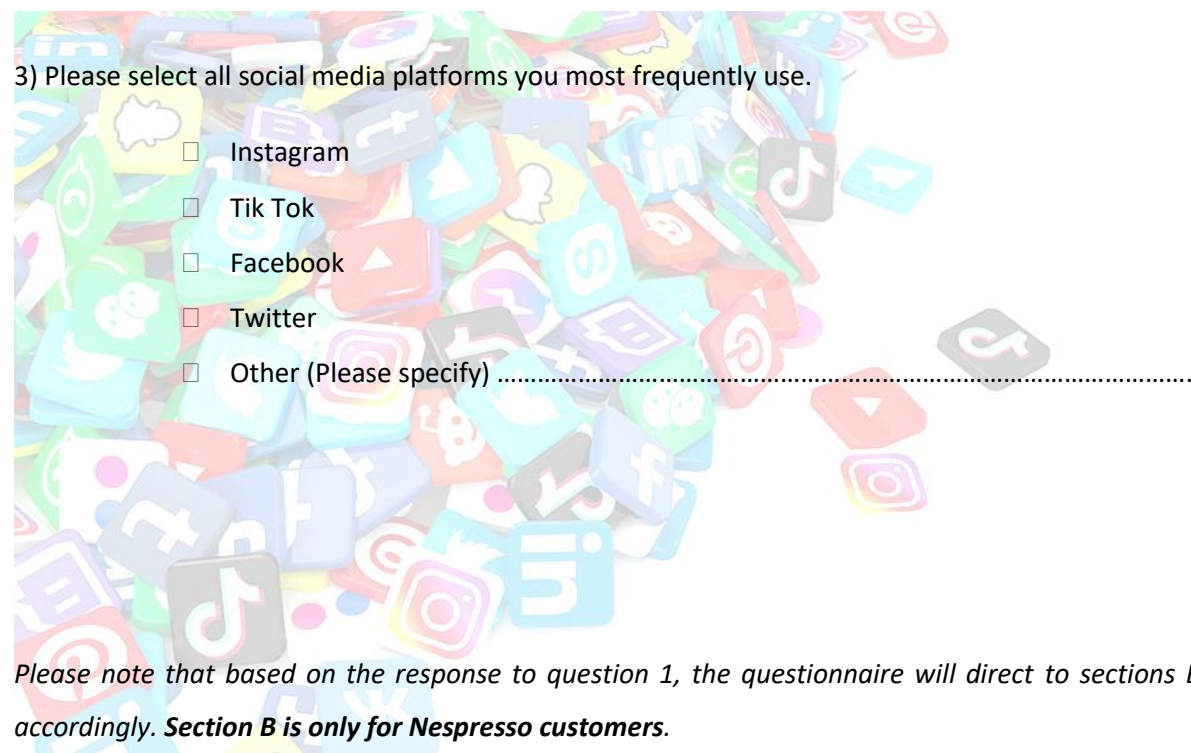- ☐ Not a Coffee Consumer

2) In which geographical region do you reside?

- ☐ Europe
- ☐ Americas
- ☐ Asia and Oceania
- ☐ Africa
- ☐ Middle East and Persian Gulf
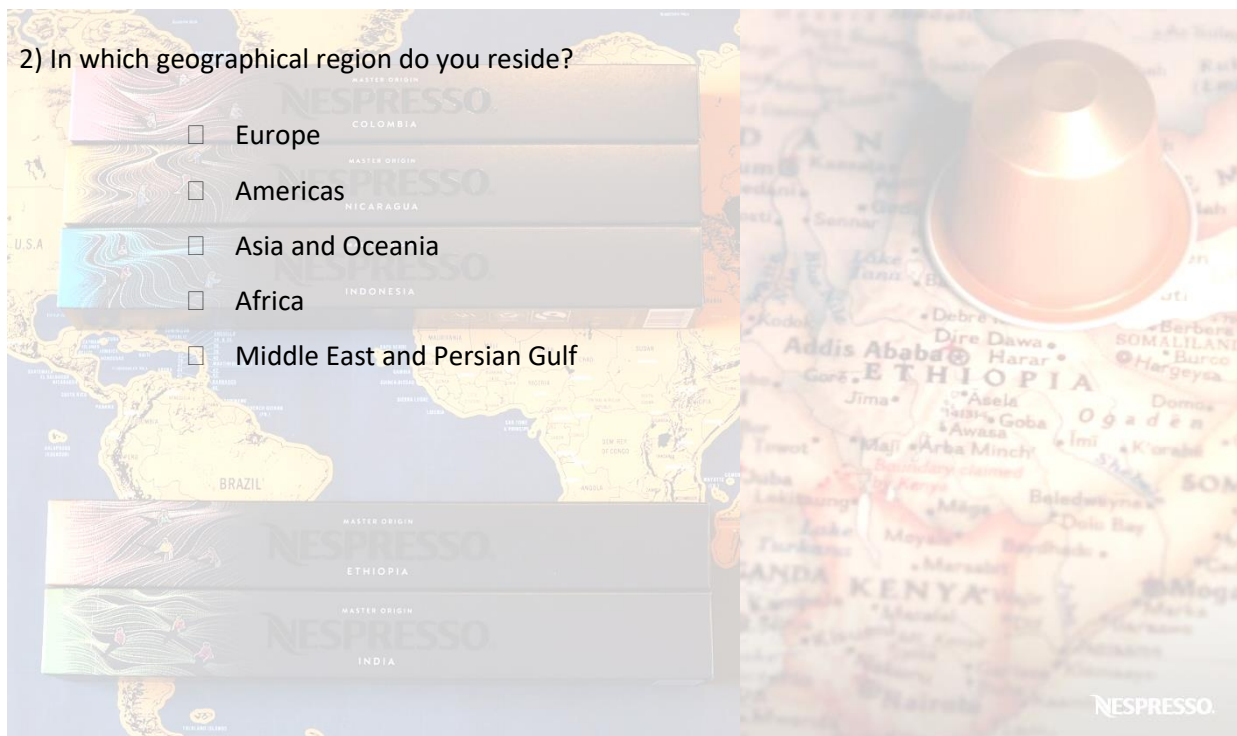
3) Please select all social media platforms you most frequently use.

- ☐ Instagram
- ☐ Tik Tok
- ☐ Facebook
- ☐ Twitter
- ☐ Other (Please specify) …………………………………………………………………………………………….

Please note that based on the response to question 1, the questionnaire will direct to sections B or C accordingly. **Section B is only for Nespresso customers**.

Section B

This section is dedicated to gathering information about Nespresso customers to improve our understanding of their preferences and behaviors. Your input assists us in tailoring our services to better meet your needs. We appreciate your contribution to this valuable endeavor.
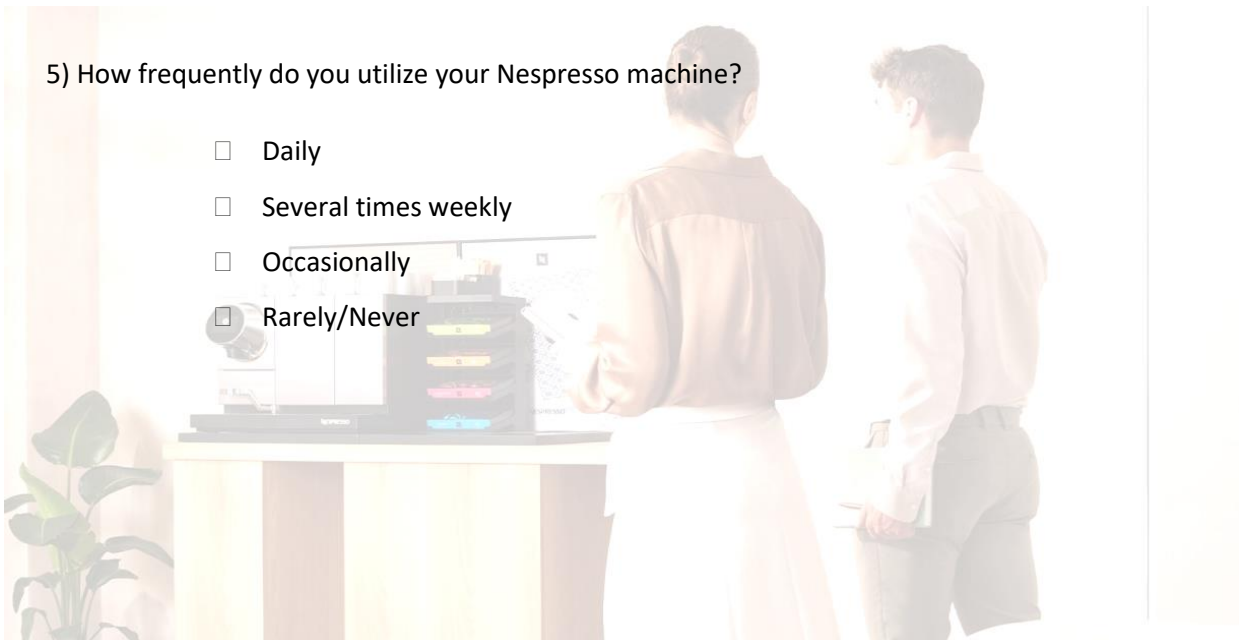
4) How long have you been a Nespresso user?

    ☐   New User (Less than 6 months)

    ☐   Recent User (6 months to 1 year)

    ☐   Established User (1-2 years)

    ☐   Long-term User (Over 2 years)
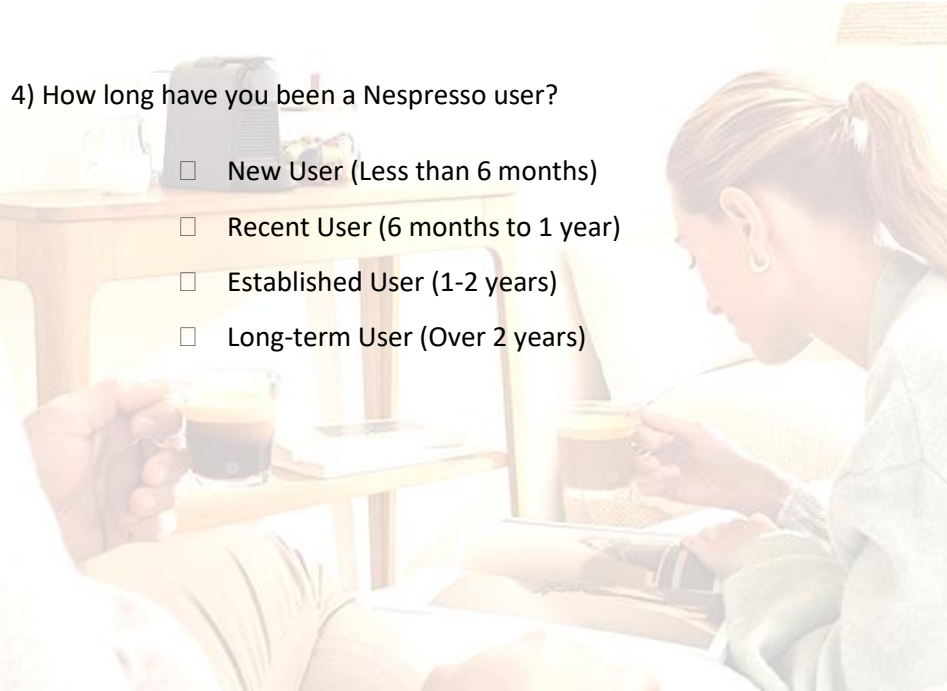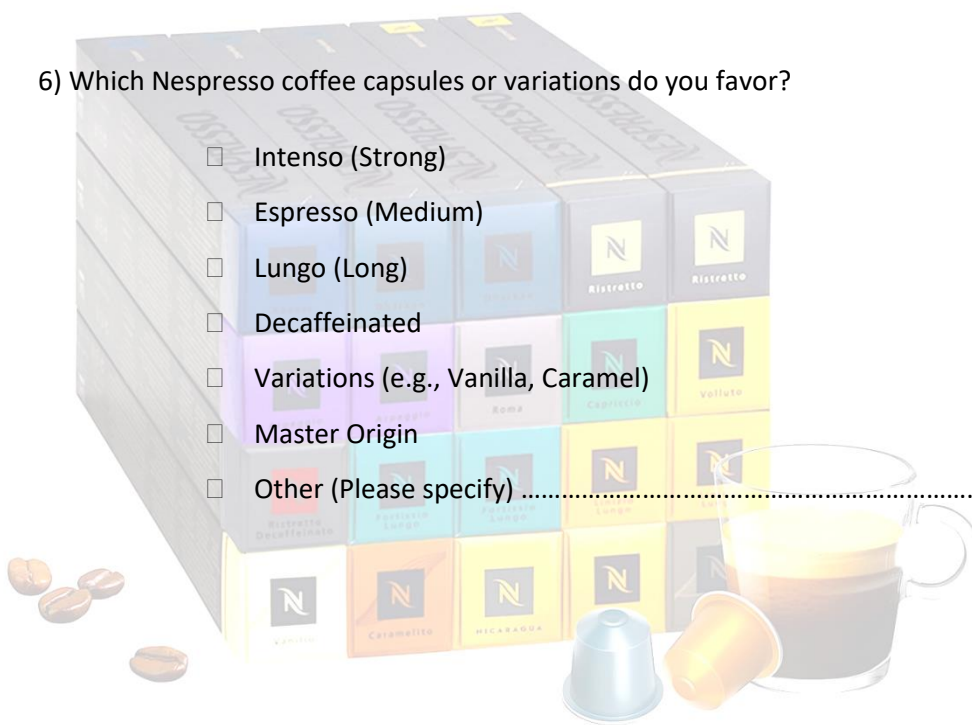
5) How frequently do you utilize your Nespresso machine?

    ☐   Daily

    ☐   Several times weekly
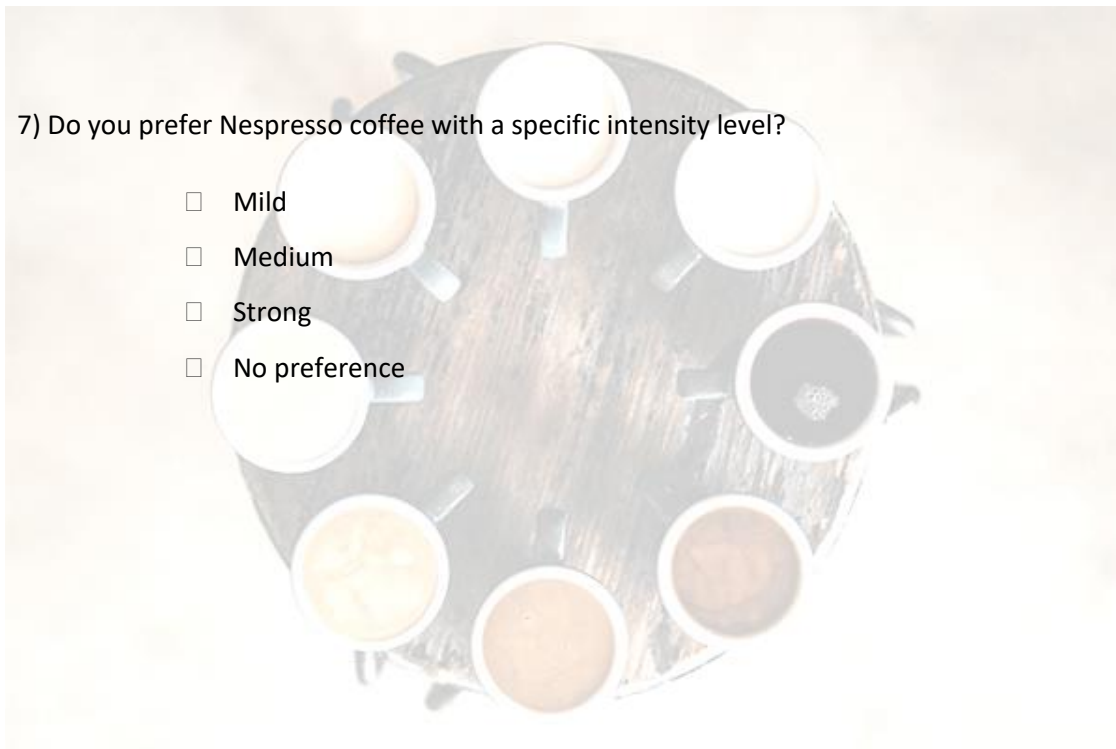
    ☐   Occasionally

    ☐   Rarely/Never

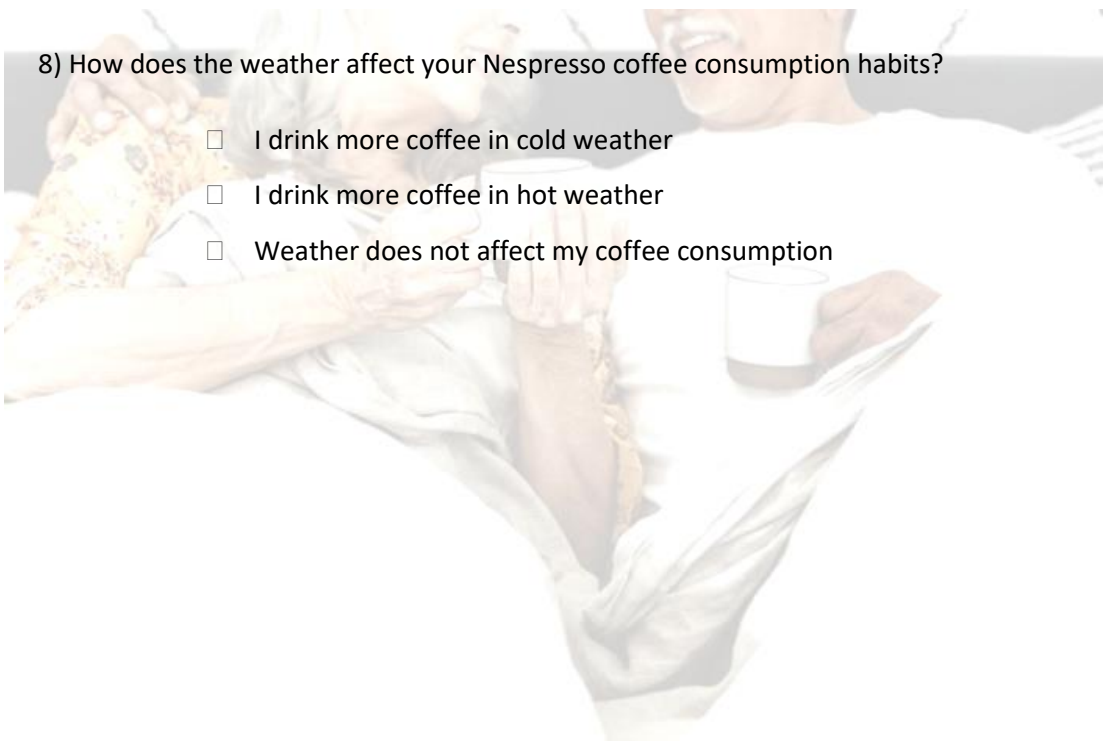6) Which Nespresso coffee capsules or variations do you favor?

- ☐ Intenso (Strong)
- ☐ Espresso (Medium)
- ☐ Lungo (Long)
- ☐ Decaffeinated
- ☐ Variations (e.g., Vanilla, Caramel)
- ☐ Master Origin
- ☐ Other (Please specify) ....

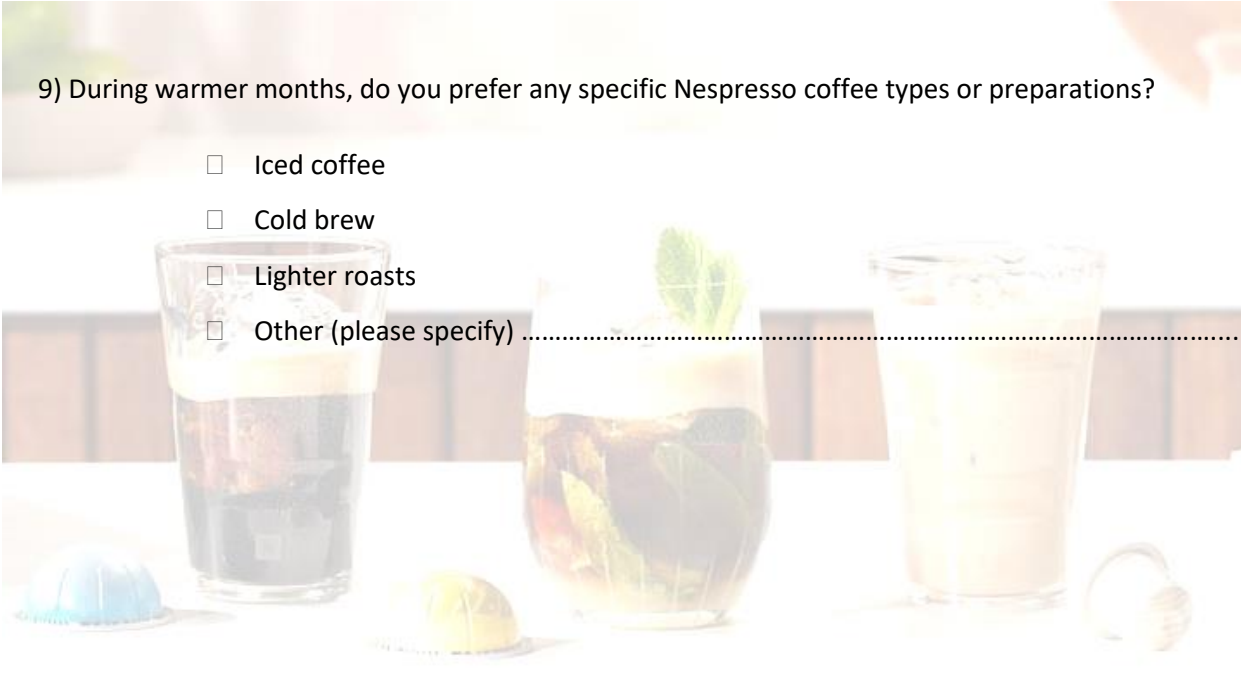7) Do you prefer Nespresso coffee with a specific intensity level?

- ☐ Mild
- ☐ Medium
- ☐ Strong
- ☐ No preference

8) How does the weather affect your Nespresso coffee consumption habits?

☐ I drink more coffee in cold weather

☐ I drink more coffee in hot weather

☐ Weather does not affect my coffee consumption

9) During warmer months, do you prefer any specific Nespresso coffee types or preparations?

☐ Iced coffee

☐ Cold brew

☐ Lighter roasts

☐ Other (please specify) ....

10) Rate your level of agreement with each statement

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
My cultural background influences my Nespresso coffee preferences.					
I have specific coffee traditions or rituals from my culture that I incorporate into my Nespresso coffee consumption.					
I prefer limited edition or seasonal Nespresso offerings.					
Sustainability and ethical practices are importantly considered in my Nespresso coffee purchasing decisions.					
I actively seek out Nespresso coffee capsules with sustainable certifications (e.g., Fair Trade, Rainforest Alliance).					

11) How Satisfied are you with Nespresso?

12) Would You Recommend Nespresso to your Friends or Family?

- ☐ Yes
- ☐ No
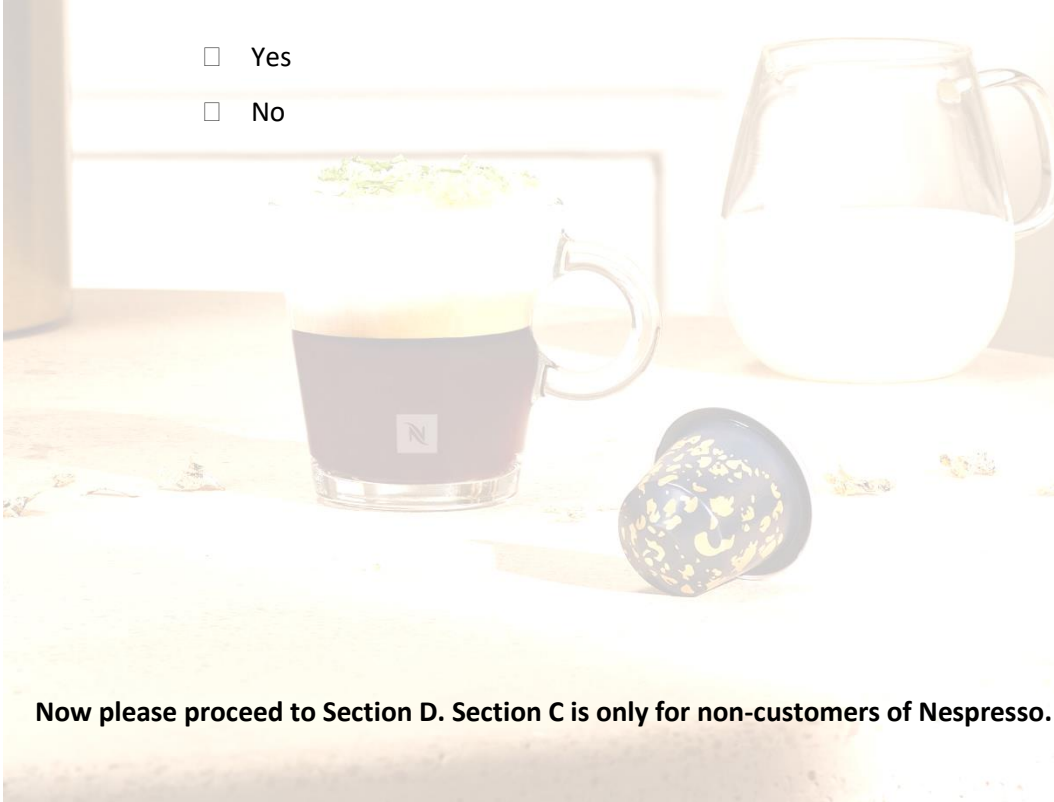
Now please proceed to Section D. Section C is only for non-customers of Nespresso.
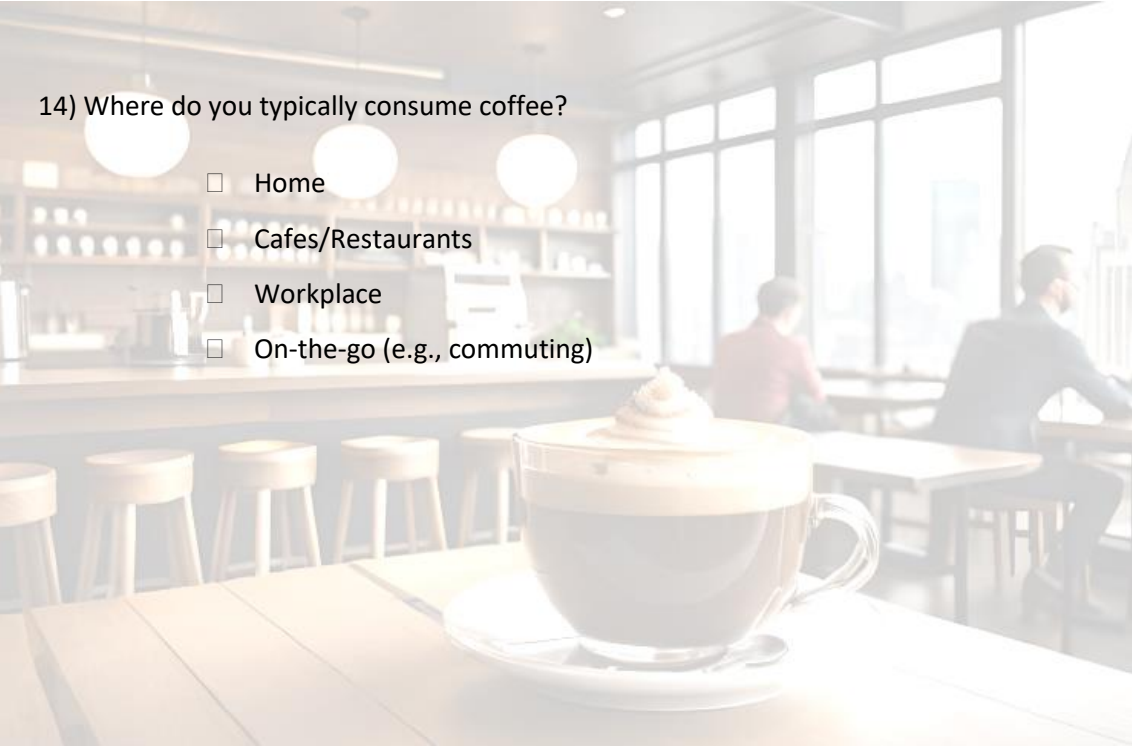
Section C

This section is dedicated to gathering information about non-Nespresso customers to enhance our understanding of their preferences and behaviors. Your input assists us in refining our services to better address your needs. We appreciate your contribution to this valuable research.

13) How often do you consume coffee?

- ☐ Daily
- ☐ A few times a week
- ☐ Occasionally
- ☐ Rarely/Never

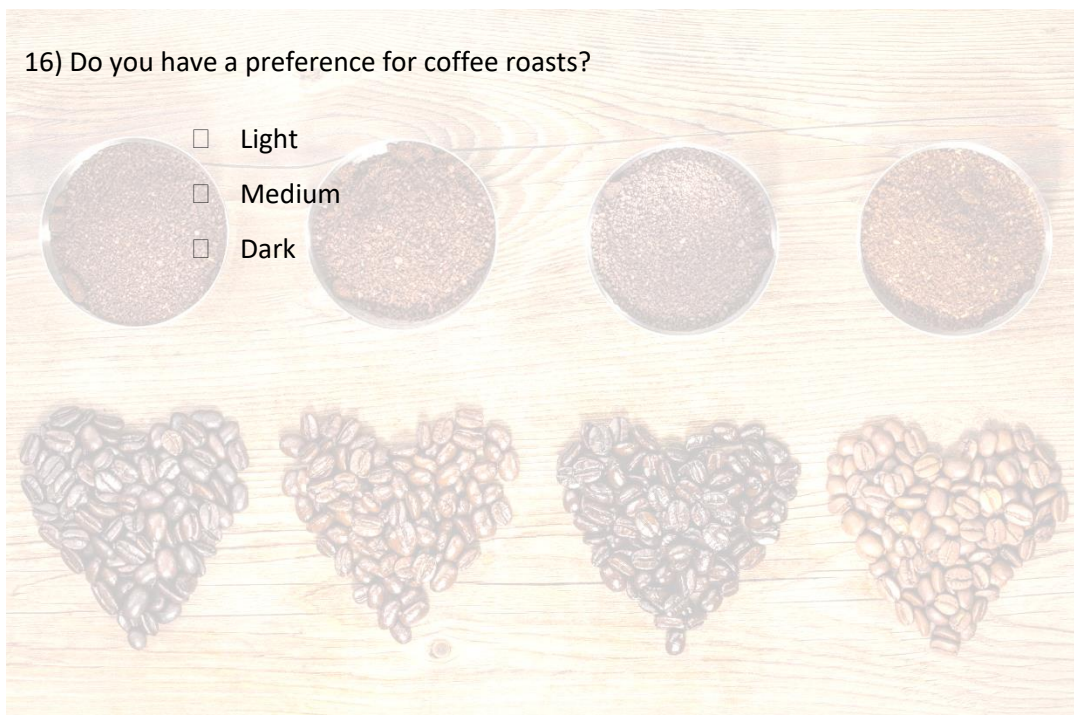14) Where do you typically consume coffee?

- ☐ Home
- ☐ Cafes/Restaurants
- ☐ Workplace
- ☐ On-the-go (e.g., commuting)

15) What type of coffee do you prefer?

- ☐ Espresso
- ☐ Cappuccino
- ☐ Latte
- ☐ Americano
- ☐ Filter/Drip Coffee
- ☐ Other (please specify) ……………………………………………………………………………….

16) Do you have a preference for coffee roasts?

- ☐ Light
- ☐ Medium
- ☐ Dark

17) Where do you usually purchase your coffee beans or grounds?

☐ Supermarkets

☐ Specialty coffee shops

☐ Online retailers

☐ Other (please specify) ……………………………………………………………………………

18) What factors influenced your decision not to use Nespresso products?

☐ Price

☐ Taste preference

☐ Sustainability concerns

☐ Preference for other coffee brands

☐ Other (please specify) …………………………………………………………………………….

19) Rate your level of agreement with each statement

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am more likely to prioritize purchasing coffee from local or regional roasters					
It is important for me to prioritize purchasing coffee from local or regional roasters.					
I have specific features or attributes of Nespresso products that deter me from using them.					
I am satisfied with my current coffee brand(s).					
I experiment with different coffee brands or types oftenly.					
Brand reputation and image in my coffee purchasing decisions are important.					
Factors like price, convenience, and availability is important in my coffee purchasing decisions.					

Section D

This section will ask for some personal information. This helps us understand our audience better and ensures our research is inclusive. Your responses will be kept confidential and will only be used for statistical analysis purposes.

20) Which age group do you belong to?

☐ 18-19

☐ 20-29

☐ 30-39

☐ 40-49

☐ 50-59

☐ 60-69

☐ 70 or older

21) What level of income do you generate? Please select the option that best fits your annual income.

☐ Less than $40,000

☐ $40,000 to $60,000

☐ $60,000 to $80,000

☐ $80,000 to $100,000

☐ More than $100,000
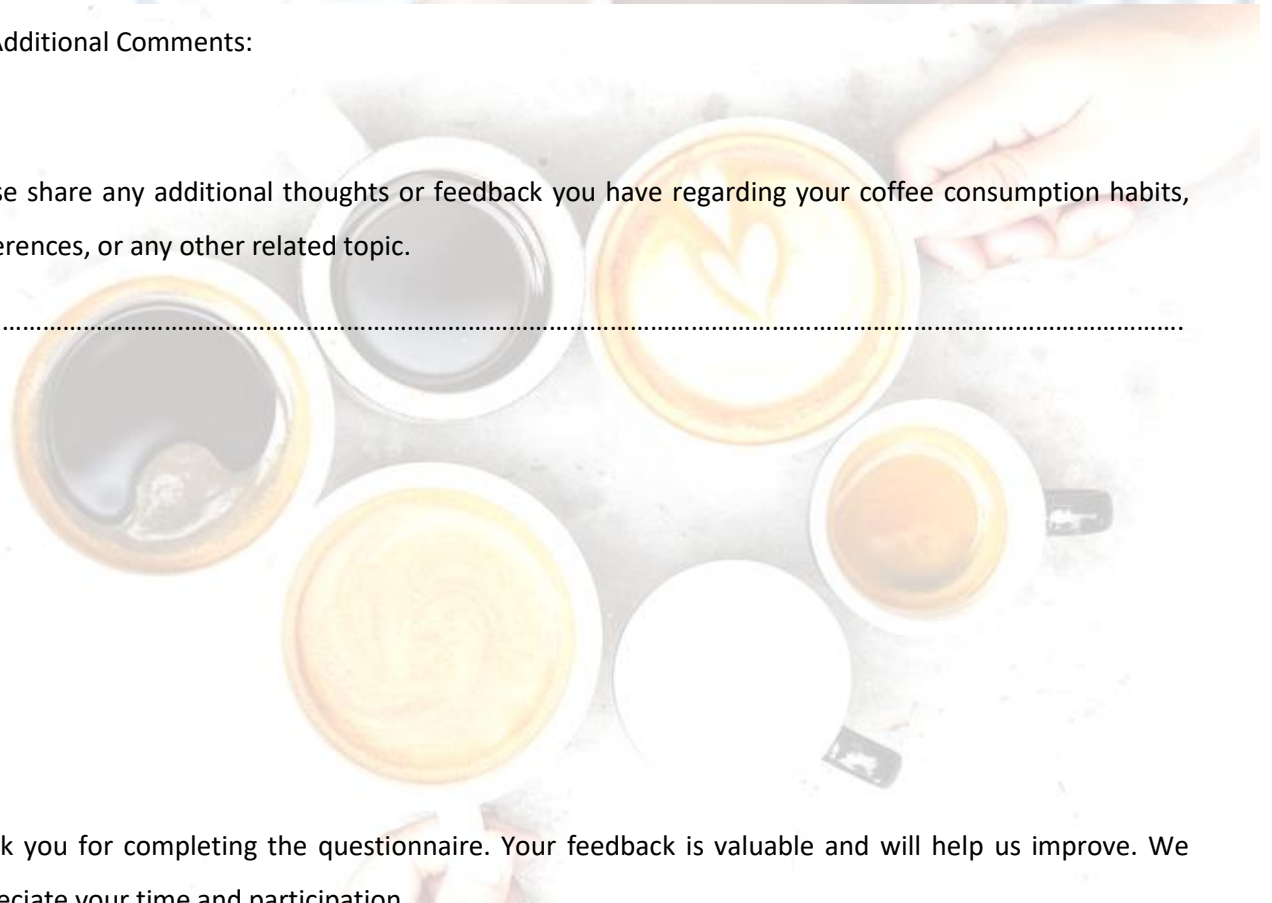
22) Specify your gender

- ☐ Female
- ☐ Male
- ☐ Non-binary/Prefer not to say

23) Additional Comments:

Please share any additional thoughts or feedback you have regarding your coffee consumption habits, preferences, or any other related topic.

……

Thank you for completing the questionnaire. Your feedback is valuable and will help us improve. We appreciate your time and participation.

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