Beer.

No.\_\_\_\_\_\_\_

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| 9. How did you know Japanese brand beer?(One single answer) |
| *1)Websites 2)Advertisements 3) at liquor shops 4)Advertisements*  *5)at Japanese restaurants 6)Word of mouth or online reviews 7)Japanese events 8)TV programs 9)Others\_\_\_\_\_\_\_\_\_\_\_\_* |
| 10. What made you drink Japanese beer?(One single answer) |
| *1) Purchased by yourself 2) Recommended by your family*  *3) Recommended by your friends 4) Ordered at Japanese restaurants 5) Ordered at other restaurants 6) Others\_\_\_\_\_\_\_\_\_\_\_\_\_* |
| 11. How often do you drink Japanese beer? |
| *1) Everyday 2) 2-3 times a week 3) 4-6 times a week*  *4) 1-4 times a month 5) 1 time in 3 month 6) 1 time in 6 month*  *7) 1 time in 1 year 8)less than 1 year* |
| 12. When did you drink Japanese beer last time? |
| *1) Within a month 2) Within 2 months 3) Within 6 months*  *4) Within a year 5) Within 3 years 6) More than 3 years* |
| 13. How many scores would you give Japanese beer out of 100?  /100 |
| 14. How high was your expectation for Japanese beer before you drank it? Please give scores out of 100.  /100 |
| 15. What do you think about the quality of Japanese beer? Please give scores out of 100.  /100 |
| 16. What do you think about the value of Japanese beer? Please give scores out of 100.  /100 |
| 17. How much do you recommend Japanese beer? Please give scores out of 100.  /100 |
| 18. How much do you want to drink Japanese beer again? Please give scores out of 100.  /100 |
| 19-1. How much do you like the **“bitter taste” of beer**? Please give scores out of 100.  /100 |
| 19-2. How much do you like the **“sweet taste” of beer**? Please give out of 100.  /100 |
| 19-3. How much do you like the **”sour taste” of beer?** Please scores out 100.  /100 |
| 19-4. How much do you like the **“rich taste” of beer?** Please give scores out of 100.  /100 |
| 19-5. How much do you like the **“sharpness” in taste of beer?** Please give scores out of 100.  /100 |