

Coffee-on-the-go Survey

MKT404 Consumer Behavior

Participant _____

Age _____ Coffee Drinker level (Low, moderate, it's essential for survival) _____

1.) What makes you choose your coffee place? Check all that seem relevant to you.

- rewards program
- pricing point
- convenience
- customer service
- friends
- where everyone goes/ social conformity
- haven't tried others
- content and haven't ventured to other shops/brands/vendors/retailers
- don't know of others
- promotions
- selection
- food
- social outings/ meeting up with people
- Wi-Fi
- cafe setting
- ability to lounge around
- causes the company supports
- types of cups used (paper vs plastic, etc)

2.) How often do you get coffee? (Trying to find out if a novelty)

3.) do you have a tendency to get the same order or do you like to mix things up?

4.) do specials or coupons influence your coffee stop destination? In other words, do you make a point to get coffee from the place that is having a promotion?

5.) rate Biggby overall on a scale 1-10 (10 being highest) _____

6.) rate Starbucks overall on a scale of 1-10 _____

7.) rate Tim Hortons overall on a scale 1-10 _____

8.) rate Dunken Donuts overall on a 1-10 scale _____

9.) rate Panera on a 1-10 scale. _____

10.) Rank order coffee places by preference (not necessarily where you actually go. This is based on how you perceive each coffee source) Draw lines like a match it!

- | | |
|---|---------------|
| 1 | Biggby |
| 2 | Starbucks |
| 3 | Tim Hortons |
| 4 | Dunken Donuts |

- 5 Gas Station
- 6 Local café
- 7 Restaurant
- 8 home
- 9 McDonalds
- 10 Panera
- 11 Other _____

11.) Rank order coffee places by where you visit most. Draw lines like a match it activity

- 1 Biggby
- 2 Starbucks
- 3 Tim Hortons
- 4 Dunkin Donuts
- 5 Gas Station
- 6 Local café
- 7 Restaurant
- 8 home
- 9 McDonalds
- 10 Panera
- 11 Other _____

12.) How familiar are you with Biggby? 1 being not at all, 10 being very familiar. _____

13.) How familiar are you with Starbucks? 1 being not at all, 10 being very familiar. _____

14.) How likely are you to suggest Biggby to a friend? (1-10 scaling again) _____

15.) How likely are you to suggest Starbucks to a friend? (1-10 scaling again) _____

16.) What comes to mind when you think of Biggby?

17.) What comes to mind when you think of Starbucks?

Five attributes for coffee: on a scale of 1-10, test being the most important, how would you rate each attribute for a cup of coffee you purchase?

_____ Flavor options

_____ Coffee quality

_____ Customer service

_____ Price

_____ Status

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