

**Czech University of Life Sciences Prague**  
**Faculty of Economics and Management**  
**Department of Economics**



## **Bachelor Thesis**

**Consumption of Bubble Milk Tea in Cambodia**

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## **Appendix**

### Survey questionnaire

- 1) What is your gender?
  - a) Male
  - b) Female
  
- 2) What is your age?
  - a) Under 18 years old
  - b) 18-30 years old
  - c) 31-40 years old
  - d) 41-60 years old
  - e) Above 60 years old
  
- 3) What is your educational level?
  - a) Secondary
  - b) High School
  - c) Bachelor
  - d) Master
  - e) Doctor
  
- 4) What is your occupation?
  - a) Student
  - b) Employee
  - c) Professionals (such as doctors/lawyers/teachers.)
  - d) Self-employed/contractor
  - e) No career
  - f) Retirement
  
- 5) What is your marital status?
  - a) Single
  - b) In relationship
  - c) Married

- d) Divorce
- 6) What is your monthly income?
- a) Less than \$200
  - b) \$200-\$500
  - c) \$501-\$1000
  - d) \$1001-\$2000
  - e) More than \$2000
- 7) On average, how many cups of bubble tea do you consume monthly?
- a) Less than 4
  - b) 4 and more
- 8) On average, how much would you spend on bubble milk tea monthly?
- a) Less than \$1
  - b) \$1-\$5
  - c) \$6-\$10
  - d) \$11-\$20
  - e) More than \$20
- 9) What price of bubble milk tea would you consider as suitable price?
- a) Below \$1
  - b) \$1-\$3
  - c) \$4-\$5
  - d) Above \$5
- 10) What are the key factors that you consider before purchasing bubble milk tea?
- a) Price
  - b) Taste
  - c) Promotion
  - d) Cup Design
  - e) Brand
  - f) Other