

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