

APPENDIX A
English Questionnaire

Why Coffee Not Water?:
the attitudes of employees in private companies
towards drinking coffee and water

Instruction: This study is a part of an individual project required in Master Degree of Arts in English for Careers of Language Institute, Thammasat University. The main objective of this questionnaire is to explore reasons that Thai consumers used to decide to drink coffee or water.

The questionnaire consists 3 sections as follows:

- Section 1** Demographic characteristics
- Section 2** The factors that affect the behavior of drinking coffee and
water
- Section 3** The perception of drinking coffee and water

The respondents are requested to answer all questions completely. Your names are not required on this questionnaire. All of your information will be kept confidential and they will only disseminate as a general group results.

Section 1: Demographic Characteristics

Instruction: Please mark ✓ in the blank ☐ in front of the answer that mostly reflects you and fill in information that is relevant to you

1. Gender ☐ Male ☐ Female
2. Age.....years
3. Status ☐ Single ☐ Married ☐ Other, please specify.....
4. Educational Background
 - ☐ Under Bachelor
 - ☐ Bachelor's Degree
 - ☐ Master's Degree
 - ☐ Above Master's Degree
5. Occupation
 - ☐ Assistant Staff
 - ☐ Senior Staff
 - ☐ Sales
 - ☐ Manager
 - ☐ Self-employed
 - ☐ Other (please specify).....
6. Income per month
 - ☐ 0-5,000 baht
 - ☐ 5,001-10,000 baht
 - ☐ 10,001-20,000 baht
 - ☐ 20,001-30,000 baht
 - ☐ More than 30,000 baht

Section 2: Factors that affect the behavior of drinking coffee or water

Instruction: Please mark ✓ in the blank ☐ in front of the answer that mostly reflects you and fill in information that is relevant to you

7. In general, how often do you have any kind of drinks per day?
 - ☐ 0-5 cups per day
 - ☐ 5-10 cups per day
 - ☐ More than 10 cups per day
8. In general, what kind of beverage do you drink? (*You can choose more than one answer*)
 - ☐ Fresh water
 - ☐ Tea
 - ☐ Fruit juice
 - ☐ Milk
 - ☐ Coffee
 - ☐ Other please specify.....

9. How much of fresh water do you drink per day?

- ☐ 0-1 glass per day ☐ 8-12 glasses per day
☐ 2-4 glasses per day ☐ More than 12 glasses per day
☐ 5-7 glasses per day

10. Do you like to drink coffee?

- ☐ No (please answer the question No. 11 only and go to Section 3)
☐ Yes (please skip to question No. 12)

11. Why don't you drink coffee? (please continue to Section 3)

- ☐ Coffee's taste is terrible
☐ It is unhealthy
☐ It is expensive
☐ Others, please specify.....

12. At what time do you mostly drink coffee?

- ☐ In the morning (5:01-8:00)
☐ Late morning (8:01-12:00)
☐ In the afternoon (12:01-17:00)
☐ In the evening (17:01-19:00)
☐ At night (19:01-5:00)

13. How many cups of coffee do you drink a day?

- ☐ 1-2 cups ☐ 3-4 cups
☐ 2-3 cups ☐ More than 4 cups

14. How much do you normally pay for a cup of coffee?

- ☐ Less than 20 baht per cup ☐ 50-80 baht per cup
☐ 20-50 baht per cup ☐ More than 80 baht per cup

15. Where do you regularly get / buy your coffee? (*Choose only 1 answer*)

- ☐ Coffee house i.e. Starbucks, Au Bon Pain, Coffee world, etc.
☐ Department stores / Supermarkets ☐ Grocery Stores
☐ Home ☐ Office
☐ Convenience Stores i.e. 7-11, family mart, and am/pm
☐ Others, please specify.....

16. What activity you are doing while drinking coffee? (*Choose only 1 answer*)

- ☐ Working in the office (Doing tasks) ☐ Relaxing at home
☐ In a meeting ☐ Reading book
☐ Eating out ☐ Others, please specify.....
☐ Going to movies

17. Why do you take/buy coffee?

(Please rank only 1-5, 1 equals most important and 5 equals least important)

- _ Good taste
 _ Nutritional benefits
 _ Easy to buy
 _ Maturity looking
 _ Symbolic of a business person
 _ Keeping me awakening
 _ In-trend product
 _ Others, please specify.....

Section 3: Perception of drinking coffee and water

Instruction: Please mark ✓ in the box that matches your opinion.

	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
1.Without drinking water in 3 days, a person will die.					
2.Drinking at least 8 glasses of fresh water per day is good for health					
3.Drinking coffee might damage your health					
4.Drinking coffee stimulates your body in short terms					
5.Water is healthier than coffee					
6.Drinking coffee is more expensive than water					
7.Drinking coffee is not bad for your health.					
8.Drinking coffee represents being mature					
9.Drinking coffee indicates being more professional than drinking water					
10.Drinking coffee symbolises a high level of social life					
11.The varieties of coffee are attractive and interesting					
12.The environment in coffee houses interests you					
13.Drinking fresh water is unpleasant sometimes					
14.Coffee shop or corner is accessible near your office					
15.Coffee is always offered to you when going out					
16.Your colleagues always ask you to drink coffee					
17.People in your house like to drink coffee					
18.Most of your friends love to drink coffee					

Suggestion
