

Appendix

Questionnaire of Consumers in Yunnan Tea Market

1. Gender [One-Choice][Required Question]

- A Male B Female

2. Age [One-Choice][Required Question]

- A. Below 20 years old B. 20-35 years old C.35-50 years old D.50-65 years old E. Above 65 years old

3. Education background [One-Choice][Required Question]

- A High school or below B Bachelor C Master D PhD

4. Occupation[One-Choice][Required Question]

- A Company employee B Employee in cultural, educational and health institutions C Civil servant
- D Employee in state-owned enterprises E Student F Others

5 . Monthly income [One-Choice][Required Question]

- A Less than 3000 yuan B 3000-5000 yuan C 5000-8000 yuan D 8000-12000 yuan E More than 12000 yuan

6. Tea type for drinking [One-Choice][Required Question]

- A Pu'er tea B Green tea C Black tea D Dark tea E Herbal tea

7. Purpose of drinking tea [Multiple-Choice][Required Question]

- A Quenching thirst B Liking C Habit D Health care

8. Frequency of tea drinking [One-Choice][Required Question]

- A Drinking tea every day B Drinking tea often C Drinking tea occasionally D Never drink tea

9. Length of tea drinking [One-Choice][Required Question]

- A Less than 1 year B 1-3 years C 3-5 years D 5-10 years E More than 10 years

11. Criterion of tea quality measurement [One-Choice][Required Question]

- A Tasting personally B Tea with award certificate C Enterprise reputation
- D Others' recommendation E Advertising and publicity popularity

12. Channels of tea purchase [Multiple-Choice][Required Question]

- A Tea-leaf counters in mall B Tea wholesale market C Branded tea stores D Online channels
- E Upscale clubs F Grocery stores G Others

15. Choice of packaging when purchasing tea [One-Choice][Required Question]

- A Loose-leaf tea B Bagged tea C Normal boxed tea D Tea in stylish gift box E High-end boxed tea

16. Monthly expense of tea consumption [One-Choice][Required Question]

- A Less than 50 yuan B 50-100 yuan C 100-300 yuan D 300-500 yuan E More than 500 yuan

17. The amount of monthly tea consumption [One-Choice][Required Question]

- A Less than 1 catty B 1-3 catties C 3-5 catties D More than 5 catties

18. The price range of purchasing house-use tea [One-Choice][Required Question]

- A Less than 50 yuan per catty B 50-300 yuan per catty C 300-500 yuan per catty D More than 500 yuan per catty

19. The price range of purchasing gift tea [One-Choice][Required Question]

- A Less than 50 yuan per catty B 50-300 yuan per catty C 300-500 yuan per catty D More than 500 yuan per catty

20. Channels to know tea information in normal times [Multiple-Choice][Required Question]

- A TV B Newspaper C Text messages
 D Websites E Mobile network F Outdoor billboards
 G Others

21. Which promotion means of business are you more interested in [Multiple-Choice][Required Question]

A Discount sales

B Distribution of tea
brochure

C Regular recommendation of new tea
products

D Free try

E Lucky draw

F Unconditional compensation for quality
problems