

## **Coffee Experience Project**

Principal Investigator Samie Li Shang Ly (Student ID 5647495)

Supervisor Dr. Bianca Grohmann

Please find attached in this pdf document the following:

- Summary Protocol Form
- Consent Form
- Questionnaire

Submitted on: November 28<sup>th</sup>, 2014



## Summary Protocol Form (SPF)

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Office of Research – Research Ethics Unit – GM 900 – 514-848-2424 ext. 7481 –  
oor.ethics@concordia.ca – [www.concordia.ca/offices/oor.html](http://www.concordia.ca/offices/oor.html)

### Important Information for All Researchers

Please take note of the following before completing this form:

- You must not conduct research involving human participants until you have received your Certification of Ethical Acceptability for Research Involving Human Subjects (Certificate).
- In order to obtain your Certificate, your study must receive approval from the appropriate committee:
  - Faculty research, and student research involving greater than minimal risk is reviewed by the University Human Research Ethics Committee (UHREC).
  - Minimal risk student research is reviewed by the College of Ethics Reviewers (CER; formerly the “Disciplinary College”), except as stated below.
  - Minimal risk student research conducted exclusively for pedagogical purposes is reviewed at the departmental level. **Do not use this form for such research.** Please use the Abbreviated Summary Protocol Form, available on the Office of Research website referenced above, and consult with your academic department for review procedures.
- Research funding will not be released until your Certificate has been issued, and any other required certification (e.g. biohazard, radiation safety) has been obtained. For information about your research funding, please consult:
  - Faculty and staff: Office of Research
  - Graduate students: School for Graduate Studies
  - Undergraduate students: Financial Aid and Awards Office or the Faculty or Department
- Faculty members are encouraged to submit studies for ethics review online on ConRAD, which can be found in the MyConcordia portal.
- If necessary, faculty members may complete this form and submit it by e-mail to [oor.ethics@concordia.ca](mailto:oor.ethics@concordia.ca) along with all supporting documentation. Student researchers must use this form, except for departmental review. Please note:

- Handwritten forms will not be accepted.
- Incomplete or omitted responses may result in delays.
- This form expands to accommodate your responses.
- Please allow the appropriate amount of time for your study to be reviewed:
  - UHREC meets on the second Thursday of each month. You must submit your study 10 days before the meeting where it is to be reviewed. You will normally receive a response within one week of the meeting. Please confirm the deadline and date of the meeting with the staff of the Research Ethics Unit.
  - CER reviews require approximately 14 days.
- Research must comply with all applicable laws, regulations, and guidelines, including:
  - The [\*Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans\*](#)
  - The policies and guidelines of the funding/award agency
  - The [\*Official Policies of Concordia University\*](#), including the *Policy for the Ethical Review of Research Involving Human Participants, VPRGS-3*.
- The Certificate is valid for one year. In order to maintain your approval and renew your Certificate, please submit an Annual Report Form one month before the expiry date that appears on the Certificate. You must not conduct research under an expired Certificate.
- Please contact the Manager, Research Ethics at 514-848-2424 ext. 7481 if you need more information on the ethics review process or the ethical requirements that apply to your study.
- A new SPF is required only if the amendment represents a major change to the study.

### **Additional Information for Student Researchers**

- If your research is part of your faculty supervisor's research, as approved, please have him or her inform the Research Ethics Unit via e-mail that you will be working on the study.
- If your research is an addition to your faculty supervisor's study, please have him or her submit an amendment request, and any revised documents via e-mail. You must not begin your research until the amendment has been approved.

## 1. Basic Information

Study Title: Coffee Experience Project

Principal Investigator: Samie Li Shang Ly

Principal Investigator's Status:

Concordia faculty or staff

Visiting scholar

Affiliate researcher

Postdoctoral fellow

**PhD Student**

Master's student

Undergraduate student

Other (please specify):

Type of submission:

**New study**

Modification or an update of an approved study.

Approved study number (e.g. 30001234):

Where will the research be conducted?

**Canada**

Another jurisdiction:

## 2. Study Team and Contact Information\*

Role	Name	Institution† / Department / Address‡	Phone #	e-mail address
Principal Investigator	Samie Li Shang Ly	Marketing	5149935072	lly@jmsb.concordia.ca
Faculty supervisor <sup>§</sup>	Bianca Grohmann	Marketing	x. 4845	bgrohmann@jmsb.concordia.ca
Committee member <sup>  </sup>				
Committee member <sup>  </sup>				
Additional Team Members <sup>°</sup>				
Click here to enter				

text.				
Click here to enter text.				
Click here to enter text.				

Notes:

\* If additional space is required, please submit a list of team members as a separate document.

†For team members who are external to Concordia only.

‡For individuals based at Concordia, please provide only the building and room number, e.g. GM-910.03.

§For student research only.

¶For research conducted by PhD and Master's students only.

\*Please include all co-investigators and research assistants.

### 3. Project and Funding Sources

Please list all sources of funds that will be used for the research. Please note that fellowships or scholarships are not considered research funding for the purposes of this section.

Funding Source	Project Title*	Grant Number <sup>†</sup>	Award Period	
			Start	End

Notes:

\* Please provide the project title as it appears on the Notice of Award or equivalent documentation.

† If you have applied for funding, and the decision is still pending, please enter "applied".

### 4. Other Certification Requirements

Does the research involve any of the following (check all that apply):

Controlled goods or technology

Hazardous materials or explosives

Biohazardous materials

Human biological specimens

Radioisotopes, lasers, x-ray equipment or magnetic fields

Protected acts (requiring professional certification)

A medical intervention, healthcare intervention or invasive procedures

*Please submit any certification or authorization documents that may be relevant to ethics review for research involving human participants.*

## 5. Lay Summary

Please provide a brief description of the research in everyday language. The summary should make sense to a person with no discipline-specific training, and it should not use overly technical terms. Please do not submit your thesis proposal or grant application.

**This project examines consumers' brand evaluations based on sensory cues (i.e., visual, tactile, olfactory, and taste related elements). Although previous research has investigated the effects of some sensory cues on brand perceptions (e.g., the relationship between packaging materials and freshness), there is no comprehensive and systematic investigation of the main and interactive effects of sensory elements on brand perceptions.**

**This research will be conducted in the context of coffee bean packaging and will involve systematic experimental modification of the following sensory aspects of packaging: visual cues (color, glossiness, logo, material), tactile cues (smoothness, hardness, texture, and weight), and olfactory cues (smell of the coffee beans in the bag). Participants will be invited to look at samples of coffee bean packages and touch these samples if they wish. Participants will then answer a series of questions regarding the coffee brand represented by the packaging stimuli. This research seeks to measure consumers' perceptions of product quality and freshness, brand image, and sustainability of the brand. It seeks to relate sensory design cues used by the brand to these consumer perceptions.**

**At a later stage of the project, participants may also be given the option of tasting a cup of coffee after they have evaluated the coffee bean packaging, but before they complete the brand related measures. This would allow an investigation of the potential effects of taste perceptions on evaluation of the brand.**

## 6. Scholarly Review

Has this research received favorable review for scholarly merit?

*For faculty research, funding from a granting agency such as CIHR, FQRSC, or CINC is considered evidence of such review. Please provide the name of the agency. For students, a successful defense of a thesis or dissertation is considered evidence of such review. Please provide the date of your defense.*

Yes      Funding agency or  
            date of defense:

No

If you answered no, please submit a Scholarly Review Form, available on the Office of Research website. For studies to be conducted at the PERFORM Centre, please submit the Scientific Review Evaluator Worksheet.

## 7. Research Participant

Will any of the participants be part of the following categories? **NO**

Minors (individuals under 18 years old)  
Individuals with diminished mental capacity  
Individuals with diminished physical capacity  
Members of Canada's First Nations, Inuit, or Métis peoples  
Vulnerable individuals or groups (vulnerability may be caused by limited capacity, or limited access to social goods, such as rights, opportunities and power, and includes individuals or groups whose situation or circumstances make them vulnerable in the context of the research project, or those who live with relatively high levels of risk on a daily basis)

a) Please describe potential participants, including any inclusion or exclusion criteria.

**This research will employ a convenience sample of Concordia University students, staff, and faculty, as well as adults transiting through the MB building. There are no inclusion or exclusion criteria, but the researchers will ascertain that participants are 18 years of age.**

b) Please describe in detail how potential participants will be identified, and invited to participate. Please submit any recruitment materials to be used, for example, advertisements or letters to participants.

**Potential participants will be asked if they wish to participate in a study on coffee packaging and will be directed to a table located at the 2<sup>nd</sup> floor of the MB building (permission for this setup has been given by Concordia University Facilities Management) and the lab area on the 13<sup>th</sup> floor of the MB building (Laboratory for Sensory Research). The principal investigator will also send out an invitation using social media (message is attached).**

c) Please describe in detail what participants will be asked to do as part of the research, and any procedures they will be asked to undergo. Please submit any instruments to be used to gather data, for example questionnaires or interview guides.

**Potential participants will be presented with an informed consent form and if they agree to participate in this research, they will be asked to look at several coffee bean bags (these will look similar to coffee bean bags found on grocery shelves, but will differ with regard to visual, tactile, and olfactory cues they provide. Participants will be asked to select one of the packaging alternatives, the researcher will ask them a few questions about their decision. Participants will then be invited to open the coffee bean bag and smell the coffee (in later stages of the study, they may be provided with a sample of coffee they can taste if they wish). They will then be asked to complete a questionnaire that includes the brand perception measures as well as basic demographic and consumption questions (e.g., age, gender, coffee consumption habits). A copy of the questionnaire is attached.**

d) Do any of the research procedures require special training, such as medical procedures or conducting interviews on sensitive topics or with vulnerable populations? If so, please indicate who will conduct the procedures and what their qualifications are.

**No**

## **8. Informed Consent**

a) Please explain how you will solicit informed consent from potential participants. Please submit your written consent form. In certain circumstances, oral consent may be appropriate. If you intend to use an oral consent procedure, please submit a consent script and describe how consent will be documented.

*Please note: written consent forms and oral consent scripts should follow the "I understand" format, as shown in the sample consent on the OOR website. Please include all of the information shown in the sample, adapting it as necessary for your research.*

**The consent form is attached.**

b) Does your research involve individuals belonging to cultural traditions in which individualized consent may not be appropriate, or in which additional consent, such as group consent or consent from community leaders, may be required? If so, please describe the appropriate format of consent, and how you will solicit it.

**No.**

## **9. Deception**

Does your research involve any form of deception of participants? If so, please describe the deception, explain why the deception is necessary, and explain how participants will be debriefed at the end of their participation.

**No, the study does not involve any form of deception.**

*Please note that deception includes giving participants false information, withholding relevant information, and providing information designed to mislead.*

## **10. Participant Withdrawal**

a) Please explain how participants will be informed that they are free to discontinue at any time, and describe any limitations on this freedom that may result from the nature of the research.

**Participants can discontinue their participation at any point in time during the study. The data collected is anonymous. After participants have submitted the questionnaire, their data cannot be identified and thus cannot be removed prior to analysis.**



b) Please explain what will happen to the information obtained from a participant if he or she withdraws. For example, will their information be destroyed or excluded from analysis if the participant requests it? Please describe any limits on withdrawing a participant's data, such as a deadline related to publishing data.

**If the participant wishes to discontinue their participation, they can simply close the online questionnaire or the browser. Incomplete data will be deleted from the data set prior to analysis.**

## **11. Risks and Benefits**

a) Please identify any foreseeable benefits to participants.

**Participants will be encouraged to contact one of the researchers if they wish to learn more about brand perceptions within the context of packaging. Upon request, they will be given access to publications arising from this research.**

b) Please identify any foreseeable risks to participants, including any physical or psychological discomfort, and risks to their relationships with others, or to their financial well-being.

**This research involves the measurement of brand perceptions in response to a visual and tactile inspection of a coffee bean bag by participants. This aspect of the research does not entail any physical or psychological risks to participants. As far as the olfactory and taste aspects of this research are concerned (i.e., participants smell or taste coffee), it is important to note that coffee is not typically associated with allergic reactions. The researchers acknowledge, however, that participants may be intolerant of coffee if it is consumed as a beverage.**

c) Please describe how the risks identified above will be minimized. For example, if individuals who are particularly susceptible to these risks will be excluded from participating, please describe how they will be identified. Furthermore, if there is a chance that researchers will discontinue participants' involvement for their own well-being, please state the criteria that will be used.

**Before the participant partakes in the study, they will be told the research involves coffee beans. They can then make an informed decision as to whether they would like to participate or not. The initial stages of this research do not require participants to consume coffee. This suggests that even in the presence of a potential intolerance or sensitivity to caffeine, participants can take part in the evaluation of the product packaging without risks to their health.**

**In the last stage of this research, participants will be given the option to taste brewed coffee, but they will not be required to do a taste test if they do not wish to (e.g., if they have a known intolerance or if they simply do not wish to consume coffee).**

d) Please describe how you will manage the situation if the risks described above are realized. For example, if referrals to appropriate resources are available, please provide a list. If there is a chance that participants will need first aid or medical attention, please describe what arrangements have been made.

**Does not apply to this research.**

## **12. Reportable Situations and Incidental Findings**

a) Is there a chance that the research might reveal a situation that would have to be reported to appropriate authorities, such as child abuse or an imminent threat of serious harm to specific individuals? If so, please describe the situation.

*Please note that legal requirements apply in such situations. It is the researcher's responsibility to be familiar with the laws in force in the jurisdiction where the research is being conducted.*

**No.**

b) Is there a chance that the research might reveal a material incidental finding? If so, please describe how it would be handled.

*Please note that a material incidental finding is an unanticipated discovery made in the course of research but that is outside the scope of the research, such as a previously undiagnosed medical or psychiatric condition that has significant welfare implications for the participant or others.*

**No.**

## **13. Confidentiality, Access and Storage**

a) Please describe the path of your data from collection to storage to its eventual archiving or disposal, including details on short and long-term storage (format, duration, and location), measures taken to prevent unauthorized access, who will have access, and final destination (including archiving, or destruction).

**The data collected is anonymously using an online questionnaire that participants complete at the study location. Only the two researchers will have access to the data. Data will be stored on password-protected laptops and erased five years following any publication arising from this research.**

b) Please identify the access that the research team will have to participants' identity:

	<b>Anonymous</b>	<b>The information provided never had identifiers associated with it, and the risk of identification of individuals is low, or very low.</b>
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	Anonymous results, but identify who participated	The information provided never had identifiers associated with it. The research team knows participants' identity, but it would be impossible to link the information provided to link the participant's identity.
	Pseudonym	Information provided will be linked to an individual, but that individual will only provide a fictitious name. The research team will not know the real identity of the participant.
	Coded	Direct identifiers will be removed and replaced with a code on the information provided. Only specific individuals have access to the code, meaning that they can re-identify the participant if necessary.
	Indirectly identified	The information provided is not associated with direct identifiers (such as the participant's name), but it is associated with information that can reasonably be expected to identify an individual through a combination of indirect identifiers (such as place of residence, or unique personal characteristics).
	Confidential	The research team will know the participants' real identity, but it will not be disclosed.
	Disclosed	The research team will know the participants' real identity, and it will be revealed in accordance with their consent.
	Participant Choice	Participants will be able to choose which level of disclosure they wish for their real identity.
	Other (please describe)	<a href="#">Click here to enter text.</a>

c) Please describe what access research participants will have to study results, and any debriefing information that will be provided to participants post-participation.

**Researchers will debrief the participants at the end of the session about the experiment. Participants will also be given contact information in case they wish to be informed of study results.**

d) Would the revelation of participants' identity be particularly sensitive, for example, because they belong to a stigmatized group? If so, please describe any special measures that you will take to respect the wishes of your participants regarding the disclosure of their identity.

**No.**

e) In some research traditions, such as action research, and research of a socio-political nature, there can be concerns about giving participant groups a "voice". This is especially the case with groups that have been oppressed or whose views have been suppressed in their cultural location. If these concerns are relevant for your participant group, please describe how you will address them in your project.

No.

#### 14. Multi-Jurisdictional Research

Does your research involve researchers affiliated with an institution other than Concordia? If so, please complete the following table, including the Concordia researcher's role and activities to be conducted at Concordia. If researchers have multiple institutional affiliations, please include a line for each institution.

None.

Researcher's Name	Institutional Affiliation	Role in the research (e.g. principal investigator, co-investigator, collaborator)	What research activities will be conducted at each institution?

#### 15. Additional Issues

Bearing in mind the ethical guidelines of your academic or professional association, please comment on any other ethical concerns which may arise in the conduct of this research. For example, are there responsibilities to participants beyond the purposes of this study?

No.

## 16. Signature and Declaration

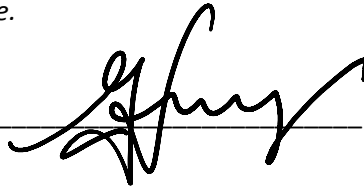
I hereby declare that this Summary Protocol Form accurately describes the research project or scholarly activity that I plan to conduct. Should I wish to make minor modifications to this research, I will submit a detailed modification request or in the case of major modifications, I will submit an updated copy of this document via e-mail to the Research Ethics Unit for review and approval.

I agree to conduct all activities conducted in relation to the research described in this form in compliance with all applicable laws, regulations, and guidelines, including:

- The [Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans](#)
- The policies and guidelines of the funding/award agency
- The [Official Policies of Concordia University](#), including the *Policy for the Ethical Review of Research Involving Human Participants, VPRGS-3*.

*Please note that Concordia faculty members may submit this form in MS Word or PDF format from their official Concordia e-mail address. Such a submission will be deemed equivalent to an ink-on-paper signature.*

Principal Investigator Signature: \_\_\_\_\_



Date: November 28<sup>th</sup>, 2014

### **Faculty Supervisor Statement (required for student Principal Investigators):**

I have read and approved this project. I affirm that it has received the appropriate academic approval, and that the student investigator is aware of the applicable policies and procedures governing the ethical conduct of human participant research at Concordia University. I agree to provide all necessary supervision to the student. I allow release of my nominative information as required by these policies and procedures in relation to this project.

Faculty Supervisor Signature: \_\_\_\_\_

Date: November 28<sup>th</sup>, 2014

## CONSENT TO PARTICIPATE IN COFFEE STUDY (Phase 1: no taste test)

This is to state that I agree to participate in a program of research being conducted by Samie Li Shang Ly (Ph.D student in Administration) under the supervision of Bianca Grohmann, Department of Marketing, of Concordia University, phone 514.848.2424 extension 4845, [bgrohmann@jmsb.concordia.ca](mailto:bgrohmann@jmsb.concordia.ca).

### A. PURPOSE

I have been informed that the purpose of the research is to better understand how people evaluate and perceive coffee packaging and coffee brands.

### B. PROCEDURES

In this research, I will be invited to evaluate coffee bean packages and to answer questions regarding the coffee packaging, the coffee brand, as well as demographic and coffee consumption questions. I will have a look at different coffee bean bags and will be invited to smell a sample of coffee beans before I answer these questions. This research will take no more than 30 minutes to complete. We don't request any identifying information, all responses are anonymous.

### C. RISKS AND BENEFITS

This study helps researchers better understand how coffee packaging and brands are perceived differently depending on how they are designed. There are no risks associated with participation in this research. All questions are of general nature. If I don't feel comfortable with any of the questions, I can leave it blank. I can stop participation at any time.

### D. CONDITIONS OF PARTICIPATION

- I understand that I am free to withdraw my consent and discontinue my participation at anytime without negative consequences.
- I understand that my participation in this study is ANONYMOUS (i.e., the researcher will not know my identity)
- I understand that the data from this study may be published. I can contact the

If at any time you have questions about the proposed research, please contact B. Grohmann, Department of Marketing, at 514.848.2424 x. 4845 or [bgrohmann@jmsb.concordia.ca](mailto:bgrohmann@jmsb.concordia.ca). If at any time you have questions about your rights as a research participant, please contact the Research Ethics and Compliance Advisor, Concordia University at (514) 848-2424 x 7481 or by email at [ethics@alcor.concordia.ca](mailto:ethics@alcor.concordia.ca).

I HAVE CAREFULLY STUDIED THE ABOVE AND UNDERSTAND THIS AGREEMENT. I FREELY CONSENT AND VOLUNTARILY AGREE TO PARTICIPATE IN THIS STUDY.

[Button: I agree to participate] [Button: I do not agree to participate]

## **CONSENT TO PARTICIPATE IN COFFEE SHOP SURVEY (Phase 2: taste test)**

This is to state that I agree to participate in a program of research being conducted by Samie Li Shang Ly (Ph.D student in Administration) under the supervision of Bianca Grohmann, Department of Marketing, of Concordia University, phone 514.848.2424 extension 4845, [bgrohmann@jmsb.concordia.ca](mailto:bgrohmann@jmsb.concordia.ca).

### **A. PURPOSE**

I have been informed that the purpose of the research is to better understand how people evaluate and perceive coffee packaging and coffee brands.

### **B. PROCEDURES**

In this research, I will first have a look at coffee bean bags, smell a sample of coffee beans, and have the opportunity to taste coffee if I wish to do so. I will then be invited to evaluate the coffee bean packages and to answer questions regarding the coffee packaging, the coffee brand, as well as demographic and coffee consumption questions. This research will take no more than 30 minutes to complete. We don't request any identifying information, all responses are anonymous.

### **C. RISKS AND BENEFITS**

This study helps researchers better understand how coffee packaging and brands are perceived differently depending on how they are designed. There are no risks associated with participation in this research. All questions are of general nature. If I don't feel comfortable with any of the questions, I can leave it blank. I can stop participation at any time.

If you believe you have an intolerance of coffee, you do not have to taste or consume coffee to participate in this research. Just inform the researcher that you prefer not to taste or drink coffee at this time.

### **D. CONDITIONS OF PARTICIPATION**

- I understand that I am free to withdraw my consent and discontinue my participation at anytime without negative consequences.
- I understand that my participation in this study is ANONYMOUS (i.e., the researcher will not know my identity)
- I understand that the data from this study may be published. I can contact the

If at any time you have questions about the proposed research, please contact B. Grohmann, Department of Marketing, at 514.848.2424 x. 4845 or [bgrohmann@jmsb.concordia.ca](mailto:bgrohmann@jmsb.concordia.ca). If at any time you have questions about your rights as a research participant, please contact the Research Ethics and Compliance Advisor, Concordia University at (514) 848-2424 x 7481 or by email at [ethics@alcor.concordia.ca](mailto:ethics@alcor.concordia.ca).

I HAVE CAREFULLY STUDIED THE ABOVE AND UNDERSTAND THIS AGREEMENT. I FREELY CONSENT AND VOLUNTARILY AGREE TO PARTICIPATE IN THIS STUDY.

[Button: I agree to participate] [Button: I do not agree to participate]

**Lab Study Questionnaire : Coffee Experience Project**

**Samie Li Shang Ly and Dr Bianca Grohmann (Supervisor)**

**Do you recognize any of the packaging shown in front of you?**  yes  no

If yes, which? \_\_\_\_\_

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**Step 1 - SIGHT**

**Aesthetic Evaluation Lam and Mukherjee (2005)**

Offensive	1	2	3	4	5	6	7	Enjoyable
Poor-looking	1	2	3	4	5	6	7	Nice-looking
Displeasing	1	2	3	4	5	6	7	Pleasing
Unattractive	1	2	3	4	5	6	7	Attractive
Bad Appearance	1	2	3	4	5	6	7	Good Appearance
Ugly	1	2	3	4	5	6	7	Beautiful

**Freshness (new)**

- The coffee bean package looks

Expired	1	2	3	4	5	6	7	Fresh
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**Purchase Involvement (Mittal, 1989)**

In selecting from the many types and brands of this product available in the market, would you say that:

I would not care at all at which one I buy	1	2	3	4	5	6	7	I would care a great deal as to which one I buy
--	---	---	---	---	---	---	---	---

Do you think that the various types and brand of this product available in the market are all...

Very Alike	1	2	3	4	5	6	7	Very Different
------------	---	---	---	---	---	---	---	----------------

How important would it be to you to make a right choice of this product?

Not at all important	1	2	3	4	5	6	7	Extremely Important
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In making your selection of this product, how concerned would you be about the outcome of your choice?

Not at all concerned	1	2	3	4	5	6	7	Very Much Concerned
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## Step2. TOUCH

### Attractiveness/curiosity (new)

These packaging shown makes me:

Indifferent            1      2      3      4      5      6      7            Curious

### Perceived Instrumentality (new)

- The package looks easy to use

Strongly disagree    1      2      3      4      5      6      7            Strongly agree

- The package seems to keep the freshness of the product

Strongly disagree    1      2      3      4      5      6      7            Strongly agree

- It is likely that the packaging will be practical for everyday use

Strongly disagree    1      2      3      4      5      6      7            Strongly agree

- It will be easy to find this product in the supermarket section

Strongly disagree    1      2      3      4      5      6      7            Strongly agree

### Perceived Aesthetics (Yavetz, Koren, 2013)

- The design of the package is beautiful

Strongly disagree    1      2      3      4      5      6      7            Strongly agree

- The package is ugly ( reverse code)

Strongly disagree    1      2      3      4      5      6      7            Strongly agree

- The packaging is attractive

Strongly disagree    1      2      3      4      5      6      7            Strongly agree

### -Perceived weight (if not too obviously printed on the bag) (new)

- The coffee bean package seems to contain \_\_\_\_\_ for the price

Very little    1      2      3      4      5      6      7            A lot

- The coffee bean package seems to contain \_\_\_\_\_ other competitors

Less than    1    2    3    4    5    6    7    More than

- The coffee bean package contains \_\_\_\_\_ expected

Less than    1    2    3    4    5    6    7    More than

**Perceived tactile pleasantness (new)**

The coffee bean package is \_\_\_\_\_ to handle

Hard	1	2	3	4	5	6	7	Easy
Uncomfortable	1	2	3	4	5	6	7	Comfortable
Unsafe	1	2	3	4	5	6	7	Safe
Uninteresting	1	2	3	4	5	6	7	Interesting

**Freshness (new)**

Expired	1	2	3	4	5	6	7	Fresh
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**Step 3. SMELL**

**Smell intensity (B.Grohmann)**

- The smell of the coffee beans inside the package is ...

Weak	1	2	3	4	5	6	7	Strong
Light	1	2	3	4	5	6	7	Heavy
Simple	1	2	3	4	5	6	7	Complex
Unfamiliar	1	2	3	4	5	6	7	Familiar
Stale	1	2	3	4	5	6	7	Fresh

**Smell pleasantness (new)**

- The smell of the coffee beans inside the package is ...

Unpleasant	1	2	3	4	5	6	7	Pleasant
------------	---	---	---	---	---	---	---	----------

**Categorization (light, medium, dark)**

- I perceived this coffee bean to be a

Light Roast     Medium Roast     Dark Roast

**Symbolism (Product quality) (Yavetz, Koren, 2013)**

- The product appears to be of high quality

Strongly disagree    1    2    3    4    5    6    7    Strongly agree

- The product looks as if a specialty coffee shop offered

Strongly disagree    1    2    3    4    5    6    7    Strongly agree

- This product reminds me of a home-made meal

Strongly disagree    1    2    3    4    5    6    7    Strongly agree

**Quality of product , Sprott and Shimp (2004),**

- All things considered, I would say this coffee bean bag has:

Poor Overall Quality    1    2    3    4    5    6    7    Excellent Overall Quality

**Overall Evaluation (B. Grohmann)**

bad                            1    2    3    4    5    6    7    good  
negative                    1    2    3    4    5    6    7    positive  
unpleasant                1    2    3    4    5    6    7    pleasant  
unattractive               1    2    3    4    5    6    7    attractive

**Anticipated taste (new)**

I anticipate that the coffee will should taste the way it smells

Strongly disagree    1    2    3    4    5    6    7    Strongly agree

I am usually satisfied with how my coffee tastes like when it smells nice

Strongly disagree    1    2    3    4    5    6    7    Strongly agree

**Freshness (new)**

- The coffee bean package seems ...

Expired                      1    2    3    4    5    6    7    Fresh

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**Step 4. SOUND**

**Quality of product , Sprott and Shimp (2004),**

- All things considered, I would say this coffee bean bag has:

Poor Overall Quality    1    2    3    4    5    6    7    Excellent Overall Quality

**Sound effects (new)**

The sound of the coffee beans makes me

Bored	1	2	3	4	5	6	7	Excited
Annoyed	1	2	3	4	5	6	7	Pleased
Indifferent	1	2	3	4	5	6	7	Curious

**Anticipated taste v.2 (new)**

I anticipate that the coffee will taste good

Strongly disagree	1	2	3	4	5	6	7	Strongly agree
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**Freshness (new)**

- The coffee bean package seems ...

Expired	1	2	3	4	5	6	7	Fresh
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**5. TASTE**

**Quality of product , Sprott and Shimp (2004),**

- All things considered, I would say this coffee bean bag has:

Poor Overall Quality	1	2	3	4	5	6	7	Excellent Overall Quality
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**Pleasantness Averil, James R. (1975)- #455 p679**

Negative	1	2	3	4	5	6	7	Positive
Bad	1	2	3	4	5	6	7	Good
Awful	1	2	3	4	5	6	7	Nice
Sad	1	2	3	4	5	6	7	Happy
Unpleasant	1	2	3	4	5	6	7	Pleasant
Agreeable	1	2	3	4	5	6	7	Disagreeable
Pleased	1	2	3	4	5	6	7	Displeased

**Intensity (new)**

- The smell intensity of the coffee bean package is very strong/very weak

Very Weak	1	2	3	4	5	6	7	Very Strong
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- The taste intensity of the coffee made from the coffee bean package is very strong/very weak

Very Weak    1       2       3       4       5       6       7       Very Strong

**Price Perception (Internal Reference) Darke and Chung (2005)**

What is the average price you would pay for this product elsewhere? \_\_\_\_\_

What do you believe this store's usual price is for this product? \_\_\_\_\_

What would be this product's price if the retailer sales the item at cost? \_\_\_\_\_

**Freshness (new)**

- The coffee bean package seems ...

Expired                    1       2       3       4       5       6       7       Fresh

**Purchase Involvement (Mittal, 1989)**

In selecting from the many types and brands of this product available in the market, would you say that:

I would not care at all at which one I buy    1       2       3       4       5       6       7    I would care a great deal as to which one I buy

Do you think that the various types and brand of this product available in the market are all...

Very Alike                    1       2       3       4       5       6       7       Very Different

How important would it be to you to make a right choice of this product?

Not at all important    1       2       3       4       5       6       7       Extremely Important

In making your selection of this product, how concerned would you be about the outcome of your choice?

Not at all concerned    1       2       3       4       5       6       7       Very Much Concerned

**Please answer the following questions about yourself.**

On average, how many times per month do you visit grocery stores?

About \_\_\_\_\_ times per month

How much is your average basket value? \_\_\_\_\_

Do you purchase coffee?  yes        no

If yes, what brand of coffee do you purchase? \_\_\_\_\_

