The Influence of Starbucks on Taiwanese's Consumers Culture

Running Head: The Influence of Starbucks on Taiwanese's Consumers Culture

The Influence of Starbucks on Taiwanese's Consumers Culture
A Research Proposal
Submitted by
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Submitted to
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May 24, 2014
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Abstract

Starbucks dominates Taiwan’s coffee consumption, and it does influence Taiwanese consumers’ lifestyle and the choice making when they want to have a cup of coffee. The purpose of this study is to explore the influence of Starbucks on Taiwanese's consumer’s culture, and why this global brand successfully affects the thought and habit about coffee-drinking that people have today. There are so many kinds of coffee chain stores on the street, why do consumers choose Starbucks? What do they think about the brand “Starbucks Coffee”? The participants of the online questionnaire were asked to finish questionnaire to find out the data and result. All of those 80 participants have bought Starbucks products. Frequency statistics, chi-square and Cronbach’s Alpha were used to analyze the data. The results of questionnaire, suggest that there is no significant difference between wage and the price of Starbucks products; moreover, Starbucks’ consumers appear convinced that global brands represent a better quality and provide them status, prestige, and distinction.

Key words: consumer culture, Starbucks, brand loyalty, brand image
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Introduction

Nowadays, most people have the habit of drinking coffee every day, so the competition in coffee industry has become intense. There are many different ways that people can have a cup of coffee now, for example: consumers can get instant coffee in the supermarket, buy one cup of hot Latte at a convenience store on the way to their work or enjoy one hot Cappuccino in coffee chain stores--- There are so many kinds of coffee chain stores on the street, which one do people usually prefer? Have they ever thought of the reasons that they go to the specific coffee shop? With a cup of coffee in the morning sounds like a normal behaviour in daily lives. Actually, there are several reasons influence people to make choice when they want to have a cup of coffee. Therefore, to investigate the influence of Starbucks on Taiwanese's consumers culture is the purpose of this research.

Background

Starbucks, a well-known international coffee company based in Seattle, Washington found by Howard Schultz. Now, there are about 60 million visitors a week in 20,891 stores in 62 countries. Starbucks entered Taiwan market in 1998, and there were more than 200 branches in the whole island within 10 years. In addition, Starbucks has become the largest coffee chain company and there are more than 200,000 people who represent Starbucks. It has more than 10 billion in annual revenue. However, Starbucks also had a hard time 2008. Their earning was down 28 percent (Wikipedia). After that, Starbucks redrafted their mission statement also having another staff training of all the staffs, shareholders and other members of Starbucks. From the customer service part, Starbucks probably is the most popular coffee shop in coffee industry. Every staff and barista in Starbucks is well trained no matter which Starbucks they work in around the world (Steil, 2010). In spite of being
well-trained, there is one more reason which makes their good service: benefits for the staffs. It makes the workers be enthusiastic and willing to contribute to the company, and it also show customers the energy of the brand. Starbucks believed that employers and employees’ coherence will help the company and give better services to customers at the same time. There are other reasons that make today’s Starbucks. According to the EOLembrain (an online research company), the top three coffee brands in Taiwan which consumers would like to purchase are Starbucks (62%), CITI CAFÉ (47%) and 85 °C (41%). Nevertheless, Starbucks is the most popular and successful coffee chain store in the world and Taiwan now.

**Consumer culture**

Appadurai (1986) examined how unique local cultural configurations increase consumer spending on religion, ritual, and ceremonies and other conspicuous consumption as incomes rise in certain developing countries. “By implication, advertising is a crucial means for global brands to feature the idea that consumers all over the world consume a particular brand might invest the brand with the cultural meaning of being a conduit to feeling at one with global culture” (Dana, 1999, p.77). Taiwan has been a rapidly developing country in Asia, and Starbucks advanced a unique “coffee culture” in Taiwan.

Consumer culture deeply influences consumers’ lifestyle and shapes their needs through coffee consumption. It is significance on lifestyle and using material good to attain happiness and satisfaction derived from consumer experiences. Eric and Craig said that “how consumers actively rework and transform symbolic meanings encoded in brands, retail settings or material goods to manifest their particular personal and social circumstances and further their identity and lifestyle goals” (Eric and Craig, 2005, p. 871).
Literature Review

There are lots of articles about Starbucks and their sale promotion. This coffee shop is a historical company and after doing the research, it is understandable why Starbucks can be so successful and influential. They actually have some unique ideas and the persistence of quality than other companies. For example, Starbucks persists in spending higher price than other coffee company to buy the high quality Arabica coffee bean. In addition, the research done before explained why they can be the largest coffeehouse company in the world with 20,891 stores in 62 countries.

Research findings showed that the reasons of Starbucks’ success can be divided into three parts. First, though the price of a cup of coffee in Starbucks could be twice than other coffee; it is an affordable luxury which means the price is not a sky-high price but higher than normal coffee shop. For instance, a cup of hot latte in Starbucks is $105, but in Donutes is $60. Why are people willing to choose Starbucks at the beginning in the morning? Michelli (2007) implied said that “We can possibly have fifty-five thousand choice of a cup of coffee. For a hot coffee, we can choose the size of the cup then choose whether add milk or not. If we would like to have milk in our coffee, we have normal milk, low fat milk, soybean milk…and so on. After the milk, we can decide the sweetness, too. The most important is that every cup of coffee has high-class and pure flavor.” (Michelli, 2007, p.10). In addition, Starbucks respect the creativity and innovation of products. In 1995, “Frappuccino” came out and became a well-known drink in the world. There are no similar products before Starbucks launched this new product. Howard Schultz indicated that “We like to break the rules and do what people think that can’t be impossible.”(Cited in Guang, 2007, p.124). However, not only the variety choice of coffee appeals customers but also the good customer service and the comfortable environment in the Starbucks store.

People in a big city always have busy lives, and Starbucks provide a comfortable
environment with Jazz music and Wi-Fi for customers. Starbucks creates a place, a third living space besides home and office and that’s the second reason that makes it become successful and popular. It is easily to see considerate and friendly workers and Baristas in Starbucks’ stores. When Schultz was interviewed by KNOW™ Magazine (David Stanton, 2005), he indicated that:

“The equity of the Starbucks brand is the humanity and intimacy of what goes on in the communities that exist in each and every location. We continually are reminded of the powerful need and desire for human contact and for community, which is a new, powerful force in determining consumer choices. The boom in technology, as well as other factors, has taken us away from gathering with friends and family, from human connection and community. The Starbucks environment has become as important as the coffee itself.”

Furthermore, Starbucks not only trains but also treats their employers well. Onward (2011) indicated that “Speed of service is a large part of Starbucks’ value proposition even if a customer plans to stay and sit for a while and on this front Cliff believed we could do better, that we had to do better.” (cited in Schultz 2011, p.162) In spite of good service, Starbucks also has a good brand image. Tzuen-ru (2011) claimed that people in Taiwan are willing to spend more money to have high quality or special styles of products and enjoy a relax atmosphere. Also, most of the people who have high-quality life also have the habits of drinking coffee every day. These two years, when talking about sense and coffee, people intuitively think of Starbucks. Because Starbucks have successfully constructed a high class coffee brand in consumers mind.
Moreover, in the book “We don’t only sell coffee”, Guang (2007) goes on to note that Starbucks have alliance cooperation with some industries in Asia. They launch some products only for specific season or festival, ex. Toffee nut latte for Christmas. This idea blends the Starbucks concept and local culture and it’s popular with people. On the other hand, Starbucks also work with Apple. Starbucks collaborate on selling music as part of the "coffeehouse experience" with Apple. They sell similar music in the stores on iTunes Store. It automatically detects recent songs playing in a Starbucks store and offers users the opportunity to download the tracks. In 2007, Starbucks also began to sell digital downloads of certain albums through iTunes. A Starbucks app is available in the iPhone App Store, too. Therefore, besides coffee, there’s one more service that consumers can receive from Starbucks. From his (Guang, C, 2007) study, it’s clear that Starbucks has created a successful Strategy Alliance.

In conclusion, Starbucks provide more than a cup of coffee. As mentioned above, people can have a lot of pleasure when they drink coffee in Starbucks. Starbucks use lots of strategies to make their company stronger and stable. Also, it satisfies the customers’ need before they request and provide the best services all over the world. No wonder, Starbucks can be one of the most successful companies in the world by making coffee. Some people said Starbucks could be the alternative of the word “coffee” and it is no doubt that. Starbucks have already become a brand. It is a company which should not be underestimated. It’s not just a normal coffee shop. It’s Starbucks.

Methodology

Research Questions

To investigate the influence of Starbucks on Taiwanese's consumer culture was the purpose of this research. It consisted of quantitative data gathered from an online survey questionnaire. Throughout the questionnaire, the researcher found that
Starbucks produced an effect on Taiwanese’s opinion and habit of coffee.

Participants

The questionnaire is for Taiwanese people who have consumed in Starbucks. The youngest range of age was under 20 and the eldest was 41-50. The participants were 80 consumers who were mostly age under 20 (6 people), 21 to 30 (68 people), 31 to 40 (5 people) and 41 to 50 (1 person). These included 60 females and 20 males. The wage included no income (20 people), under NTD10,000 (33 people), 10,001-20,000 (11 people), 20,001-30,000 (9 people), 30,001-40,000 (5 people), 40,001-50,000 (1 person) and over 50,000 (2 people). All of those 80 participants have bought Starbucks products. It consists of quantitative data gathered from an online survey questionnaire.

Questionnaire

The survey was sent out by mySurvey in March and was collected within a week. The 18 questions in the questionnaire included some basic personal information about sex, age and wage. The researcher divided the questionnaire into two parts, the demographic and the attitude about Starbucks. In the demographic section, the researcher would like to know that if there is something different about ages and wages. Also, there are some consuming habit questions in the questionnaire. On the Likert scale part, the respondents were asked to rate their level of agreement on a 4-point scale, where 1 equals strongly agree and 5 equals strongly disagree. There are 9 questions on the Likert scale. The researcher asks for the approval rating to find out the attitude toward Starbucks, for example, the thought of the brand loyalty and the brand image.

Result

The data collected from the Internet survey and the findings are analyzed in this section. The result answered the research questions on the frequency of going to
Starbucks and the attitude toward Starbucks. The data is analysed using frequency statistics, chi-square and Cronbach’s Alpha to test the internal consistency of the questions in a category.

### Table 1: Demographical frequency

<table>
<thead>
<tr>
<th>Demography</th>
<th>Frequency</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
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<tr>
<td>Male</td>
<td>20</td>
<td>25%</td>
</tr>
<tr>
<td>Female</td>
<td>60</td>
<td>75%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>under 20</td>
<td>6</td>
<td>7.5%</td>
</tr>
<tr>
<td>21 to 30</td>
<td>68</td>
<td>85%</td>
</tr>
<tr>
<td>31 to 40</td>
<td>5</td>
<td>6.3%</td>
</tr>
<tr>
<td>41 to 50</td>
<td>1</td>
<td>1.3%</td>
</tr>
<tr>
<td>Monthly income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>no income</td>
<td>20</td>
<td>25%</td>
</tr>
<tr>
<td>under NTD 10,000</td>
<td>32</td>
<td>40%</td>
</tr>
<tr>
<td>10,001-20,000</td>
<td>11</td>
<td>13.8%</td>
</tr>
<tr>
<td>20,001-30000</td>
<td>9</td>
<td>11.3%</td>
</tr>
<tr>
<td>30,001-40,000</td>
<td>5</td>
<td>6.8%</td>
</tr>
<tr>
<td>40,001-50,000</td>
<td>1</td>
<td>1.3%</td>
</tr>
<tr>
<td>over 50,000</td>
<td>2</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

Table 1 is the frequency of the demographic profile of the respondents. There are total 80 valid questionnaires that were collected. It showed that there are 20 male (25%) and 60 female (75%) participants. The participants were 80 consumers who were mostly age under 20 (6 people), 21 to 30 (68 people), 31 to 40 (5 people) and 41 to 50 (1 person). These included 60 females and 20 males. The wage included no income (20 people), under NTD10, 000 (33 people), 10,001-20,000 (11 people), 20,001-30,000 (9 people), 30,001-40,000 (5 people), 40,001-50,000 (1 person) and over 50,000 (2 people).
Table 2: Cronbach’s Alpha

<table>
<thead>
<tr>
<th>Question</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q5. When Starbucks has new product, I want to try it.</td>
<td>( \alpha = .515 )</td>
</tr>
<tr>
<td>Q9. I do still purchase Starbucks drink even if it does not have the buy one get one free discount.</td>
<td></td>
</tr>
<tr>
<td>Q1. I think Starbucks has good service attitude.</td>
<td>( \alpha = .728 )</td>
</tr>
<tr>
<td>Q2. I think the atmosphere in Starbucks is nice, and I feel relax there.</td>
<td></td>
</tr>
<tr>
<td>Q3. When I hear the word “COFFEE”, Starbucks is the first coffee brand comes up in my mind.</td>
<td></td>
</tr>
<tr>
<td>Q4. I think the quality of Starbucks product is good.</td>
<td></td>
</tr>
<tr>
<td>Q6. I feel elegant and trendy when I sit in Starbucks.</td>
<td></td>
</tr>
<tr>
<td>Q7. I think I have good sense of taste when I have a cup of Starbucks logo walking on the street.</td>
<td></td>
</tr>
</tbody>
</table>

Cronbach’s Alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. In table 2, the brand loyalty \( \alpha = .515 \). It is a pretty low Cronbach’s Alpha for this factor. It means that the group of people did not respond that set of items consistently and the researcher did not provide enough questions in the category. The brand image \( \alpha = .728 \). The survey question is with high reliability.

Table 3: Chi-square

<table>
<thead>
<tr>
<th>Age * What do you usually choose, stay in or to go?</th>
<th>Pearson 卡方</th>
<th>数值</th>
<th>自由度</th>
<th>漸近顯著性 (雙尾) Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.600(^a)</td>
<td>3</td>
<td>.458</td>
<td></td>
</tr>
</tbody>
</table>

Note. The significant level is .05

Based on the result of the Chi-square test, there is no significant relationship between age and the question(stay in or to go), \( r(2)=2.6, p > .05 \) (or \( p=.458 \)).
**Monthly income (NT Dollars) * What do you think the price of Starbucks product?**

<table>
<thead>
<tr>
<th></th>
<th>數值</th>
<th>自由度</th>
<th>渐近显著性（雙尾）Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson 卡方</td>
<td>2.406</td>
<td>6</td>
<td>.879</td>
</tr>
</tbody>
</table>

*Note*. The significant level is .05

Based on the result of Chi-square, there is no significant relationship between wage and the price of Starbucks products, $r(2)=2.406$, $p>.05$ (or $p=.879$).

**Discussion**

In this section, a few issues arisen from the research findings will be discussed. The questionnaire is divided into two parts, the demographic and the attitude about Starbucks. Based on the result of Chi-square, there is no significant difference between wage and the price of Starbucks products. It means that no matter consumers’ salary is high or low, it won’t affect consumers’ opinion on the list price of Starbucks. If someone has higher salary, he/she doesn’t think that Starbucks products are inexpensive. There are 51.25% of the participants thinks the price is acceptable, and 48.75% think it is too expensive.

The most surprising result of the survey was the responses of the question “I do still purchase Starbucks drink even if it does not have the buy one get one free discount.” There are 15% of strongly agree, 42.5% of agree, 35% of disagree and only 7% of strongly disagree. The result shows that even Starbucks belongs to high price but more than half of consumers will still purchase their products. Michelli (2007) implied said that “We can possibly have fifty-five thousand choice of a cup of coffee. For a hot coffee, we can choose the size of the cup then choose whether add milk or not. If we would like to have milk in our coffee, we have normal milk, low fat milk, soybean milk…and so on. After the milk, we can decide the sweetness, too. The most important is that every cup of coffee has high-class and pure flavor.” (Michelli, 2007, p.10).
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The less surprising result was more than 80% of respondents think that “When I hear the word “COFFEE”, Starbucks is the first coffee brand comes up in my mind.” There are 38.75% of strongly agree, 43.75% of agree, 13.75% of disagree and 3.75% of strongly agree. It shows that now in consumer’s mind, coffee is equal to Starbucks, and Starbucks is equal to coffee. Koehn said that “…Starbucks name could become synonymous with great coffee…” (Koehn, 2002, p.8).

Due to the survey was sent by the Internet (Facebook); the researcher is hard to pick respondents’ gender and age. Most of the respondents are female; since there is more than 3/4 friends on researcher’s facebook are female. Based on the questionnaire analysis, it was found that females accounted for 75.31% of total while the males only accounted for 24.69%. Moreover, the researcher did not have enough questions in the Likert scale part; therefore, there are no strong data to present the result.

Comparison of Starbucks coffee culture in different countries within the region of Greater China would be useful as well. Moreover, future study can compare lifestyle differences and similarities in Greater China countries to provide more consumer insights. More advanced statistical methods can also be applied to investigate the Starbucks effects on consumer culture.

Conclusion

Today, having a cup of coffee every morning looks usual in this society. There are so many coffee shops or convenience stores which also sell coffee on streets; however, some consumers still insist on expending money in Starbucks though the price is higher. Also, it looks like that Starbucks changes the habit of drinking and consuming coffee.

According to the literature and the results of online questionnaire, Starbucks successfully has created its brand image by providing a relaxed environment and good service with high quality coffee. Starbucks’ consumers appear convinced that global
brands represent a better quality and provide them status, prestige, and distinction. This kind of distinction shows the importance and role of Starbucks coffee culture in Taiwan. When talking about coffee shops, people think of Starbucks instantly. There is no doubt that Starbucks has virtually influenced the coffee-drinking habit that people have today. Starbucks is a famous coffee chain store and it becomes an alternative word for “coffee.”
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Dear Participant:

My name is Innes Chang, and I am a college student at Wenzao Ursuline University of Languages. For my research paper in Research Writing course, I am examining The Influence of Starbucks on Taiwanese's Consumers Culture. I am inviting you to participate in this research study by completing the attached survey.

The following questionnaire will require approximately 5-10 minutes completing. There is no compensation for responding nor is there any known risk. In order to ensure that all information will remain confidential, please do not include your name. Copies of the project will be provided to my Research Writing instructor. If you choose to participate in this study, please answer all questions as honestly as possible and return the completed questionnaires promptly by email. Participation is strictly voluntary and you may refuse to participate at any time.

Thank you for taking the time to assist me in my educational endeavors. The data collected will provide useful information regarding the analyses of the reasons why and how Starbucks affects our life. If you would like a summary copy of this study please do not hesitate to contact me. Completion and return of the questionnaire will indicate your willingness to participate in this study. If you require additional information or have questions, please contact me at the number listed below.

If you are not satisfied with the manner in which this study is being conducted, you may report any complaints to The English Department, Wenzao Ursuline University of Languages, 高雄市三民區民族一路 900 號, TEL：+886-7-342-6031; FAX：+886-7-342-7942.

Thank you.
Innes Chang
Questionnaire

1. Gender 性別
   □ male 男性
   □ female 女性

2. Age 年齡
   □ under 20 20 歲以下
   □ 21-30 21 至 30 歲
   □ 31-40 31 至 40 歲
   □ 41-50 41 至 50 歲
   □ over 50 超過 50 歲

3. Monthly income (NT Dollars) 月收入(新台幣)
   □ no income 沒有收入
   □ under 10,000 一萬元以下
   □ 10,001-20,000 一萬一元至兩萬元
   □ 20,001-30,000 兩萬一至三萬元
   □ 30,001-40,000 三萬一至四萬元
   □ 40,001-50,000 四萬一至五萬元
   □ over 50,000 超過五萬元

4. Have you ever been to Starbucks? 你有去過星巴克嗎？
   □ Yes 有
   □ No 沒有( if choose “NO”, the questionnaire is finished. 若選沒有,問卷結束)

5. How often do you go to Starbucks? 多久去一次星巴克？
   □ everyday 每天去
   □ one to two weeks 一至兩個禮拜去一次
   □ one month 一個月去一次
   □ six months 半年去一次
   □ one year 一年去一次

6. How much do you usually spend when visiting Starbucks? 平均每次在星巴克消費的金額是多少?
   □ under NT$100 100 元以下
   □ NT$101-200 101 元-200 元
   □ NT$201-300 201 元-300 元
   □ over NT$300 300 元以上

7. What do you usually buy in Starbucks? 通常都買星巴克的哪樣產品？
   (could have more than one answers 可複選)
   □ drinks 飲品
   □ food & dessert 點心糕點
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- drink ware 馬克杯&隨行杯
- coffee beans 咖啡豆
- drink equipments 咖啡設備
- others 其他

8. What do you usually choose, stay in or to go? 通常是選擇內用還是外帶?
- stay in 內用
- to go 外帶

9. What do you think the price of Starbucks product? 你覺得星巴克的產品售價如何?
- too expensive 太貴了
- it’s passable 還可以接受
- inexpensive 便宜

1= strongly agree 非常同意, 2= agree 同意,
3= disagree 不同意, 4= strongly disagree 非常不同意

<table>
<thead>
<tr>
<th>Questions</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 I think Starbucks has good service attitude. 我覺得星巴克的員工服務態度很好</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 I think the atmosphere in Starbucks is nice, and I feel relax there. 我覺得星巴克的整體氣氛很好而且也很讓人放鬆.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 When I hear the word “COFFEE” , Starbucks is the first coffee brand comes up in my mind. 當我一想到咖啡,我就會想到星巴克</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 I think the quality of Starbucks product is good. 我認為星巴克的產品品質是好的</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 When Starbucks has new product, I want to try it. 只要星巴克推出新產品就會想要去嘗鮮</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 I feel elegant and trendy when I sit in Starbucks. 我覺得坐在星巴克裡面就有種優雅時尚的感覺</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 I think I have good sense of taste when I have a cup of Starbucks logo walking on the street. 我覺得拿著星巴克 logo 的飲料杯走在街上就是有品味的象徵</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>8 I have the habit of drinking coffee because of Starbucks 因為星巴克, 我開始有了喝咖啡的習慣</td>
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<td></td>
</tr>
<tr>
<td>9</td>
<td>I do still purchase Starbucks drink even if it does not have the buy one get one free discount.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>就算星巴克飲品沒有買一送一我還是會去消費</td>
<td></td>
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</table>

This is the end of the questionnaire, thank for answering!