

## The Gourmet Café I

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The Gourmet Café is a franchise outlet of a national chain. This particular outlet is located in the downtown core of a major Canadian city. The café has seating capacity for 36 customers.

Having been in business for five years, the franchisee felt it was time to conduct a survey to determine the nature of its clientele and to determine the target market's perception of the retail operation. Of particular concern to the owners of the café was information pertaining to each of the following areas: (1) customer perception of the newly opened competitor located directly across the street from the Gourmet Café - the physical space of the competitor [The Coffee Barn] was much larger than that available at the Gourmet Café; (2) the excessive time some customers spend in the café, occupying a seat, while "nursing" a single beverage purchase; and (3) customer perception about seating arrangement for smokers versus nonsmokers - at the time, there was no local bylaw pertaining to the in-store smoking situation [i.e., no "no-smoking" bylaw or seating restriction bylaw existed]. Information about other aspects of the customers and their perception of the café was also of interest.

A customer survey was developed. Even though the questionnaire was quite long, it was expected that the customers would be willing to complete the survey, since there was a very strong positive relationship between the franchisee and its clientele. The survey was administered during a one-week period during the month of October. During the 7-day period, the questionnaires were randomly distributed by the café staff members to customers who visited the store. The number of questionnaires distributed during each time period was proportional to the normal traffic count throughout the day (i.e., morning, afternoon, and evening) and proportional to the normal traffic based on the day of the week.

Two-hundred forty questionnaires were administered. Two-hundred fourteen questionnaires were returned. Two-hundred twelve questionnaires were usable for the purpose of analysis. Most of the questionnaires were completed by customers during their visit to the café. Very few customers refused to participate in the survey. The questionnaire can be found in Appendix A.

**Focus:** Primary research vs. secondary research, scale level (nominal, ordinal, ordinal-interval, interval, or ratio), open-ended response category vs. closed-ended/fixed-alternative response category questions, coding, pre-coding vs. post-coding.

**Notes:** The original questionnaire was printed on 8.5" x 14" paper. For inclusion in the present case, the sequence of the questions is the same, however, it was necessary to split Questions B8 and C7 across two pages, a step which was not necessary with the original survey.

The coding in brackets to the far right of each question is used for coding purposes and to provide a point of reference in the Gourmet Café cases. In the days when research data was inputted via 80-column computer punch cards, such coding information was used by the keypunch operator when entering the data onto punch cards. In the present study, the numbers from 1 to 80 refer to the column location(s) "on the card" of the entered data. The numbers to the right of the column code, after the colon, indicate the response code used to record each response entry. Variable 1 occupies columns 1-3; Variable 17 occupies columns 18-19; and Variable 74 occupies columns 74-75. The

variable identifiers range from 1 to 80 for the 76 variables in the study. There are no Variables 2, 3, 19, and 75.

The 2009 copyright information included on the attached questionnaire was not present on the survey distributed to customers.

### **Questions:**

1. Explain how the study conducted deals with primary research vs. secondary research.
2. Define each of the follow scale levels: nominal, ordinal, ordinal-interval, interval, and ratio.
3. For each question in the survey, determine whether the question is designed to collect, at best, nominal, ordinal, ordinal-interval, interval, or ratio data. Explain.
4. For each question in the survey, create a fully-labeled table into which you will enter the results of the survey, once obtained. For the open-ended questions [C3, C9, D0, E6, and E7], the actual response categories to be used will not be known until after data collection.
5. For each question in the survey, create a fully-labeled bar or line graph, whichever is more appropriate, into which you will enter the results of the survey, once obtained. For the open-ended questions [C3, C9, D0, E6, and E7], the actual response categories to be used will not be known until after data collection; however, a general table structure can be created beforehand.

## APPENDIX A

### The Gourmet Café Customer Survey

To help us better serve our customers at this **Gourmet Café** location, please take a few moments to complete this questionnaire. All collected data will be analyzed on a group basis. The responses of individual customers will be combined with those of other customers; individual responses will not be linked to specific individuals. You are not required to personally identify who you are anywhere in the questionnaire.

For each question, place an “X” in the space beside the appropriate response, circle the appropriate number, or fill in the required information, as requested. The following examples illustrate the first two approaches.

#### Example Q1: Toronto, Ontario is a city in . . . .

1.    \_\_\_ U.S.A.
2.    \_\_\_ Germany
3.    \_x\_ Canada
4.    \_\_\_ Mexico

#### Example Q2: Evaluate the product category of milk on each of the identified characteristics using the following scale:

- |      |           |     |
|------|-----------|-----|
| (P)  | Poor      | (1) |
| (F)  | Fair      | (2) |
| (G)  | Good      | (3) |
| (VG) | Very Good | (4) |
| (E)  | Excellent | (5) |

	<b>P</b>	<b>F</b>	<b>G</b>	<b>VG</b>	<b>E</b>
Thirst-quenching capability	1	2	3	④	5
Economic value	1	2	③	4	5
Taste	1	2	3	4	⑤

**Note:** As you work your way through the survey, to the right of each question in the survey you will notice certain numbers in brackets (e.g. [45:1]). These numbers are for the purposes of data processing. Please ignore such information.

- A1. How did you first find out about this Gourmet Café location?
1.  From a friend [4:1]
  2.  Passed by location [4:2]
  3.  Other - (specify): \_\_\_\_\_ [4:3]
- A2. Is this your first visit to the Gourmet Café?
1.  Yes [5:1]
  2.  No [5:2]
- A3. Including this visit, have you ever consumed a product purchased at the Gourmet Café within the store?
1.  Yes [6:1]
  2.  No [6:2]
- A4. How often do you come to this Gourmet Café location?
1.  Less than weekly [7:1]
  2.  Once a week [7:2]
  3.  2-3 times a week [7:3]
  4.  4-5 times a week [7:4]
  5.  6-7 times a week [7:5]
  6.  More than 7 times a week [7:6]
- A5. What time of day do you normally visit the Gourmet Café?
1.  Morning (before noon) [8:1]
  2.  Afternoon (12:00pm - 6:00pm) [8:2]
  3.  Evening (after 6:00 p.m.) [8:3]
- A6. Do you normally visit the Gourmet Café . . . .
1.  between Monday & Friday only [9:1]
  2.  on Saturday and/or Sunday only [9:2]
  3.  during weekdays & weekends [9:3]
- A7. Normally, for your visits to the Gourmet Café, how far do you/did you travel?
1.  only a few blocks, at most [10:1]
  2.  more than a few blocks but not more than 1 mile [10:2]
  3.  more than 1 mile but not more than 2 miles [10:3]
  4.  more than 2 miles but not more than 3 miles [10:4]
  5.  3 or more miles [10:5]

- A8. Do you visit the Gourmet Café . . . .
1. \_\_\_ normally on your way to/from work or school [11:1]
  2. \_\_\_ normally during a break while at work or school [11:2]
  3. \_\_\_ normally during other times [11:3]
- A9. What beverage category do you normally purchase at the Gourmet Café?
1. \_\_\_ Coffee [12:1]
  2. \_\_\_ Tea (hot or iced) [12:2]
  3. \_\_\_ Hot chocolate [12:3]
  4. \_\_\_ Juice [12:4]
  5. \_\_\_ Flavoured cold drinks [12:5]
  6. \_\_\_ Bottled water [12:6]
- A0. How many cups/servings of beverage do you normally drink during each visit to the Gourmet Café (in-store consumption)?
1. \_\_\_ 1 cup/serving [13:1]
  2. \_\_\_ 2 cups/servings [13:2]
  3. \_\_\_ 3 cups/servings [13:3]
  4. \_\_\_ 4 or more cups/servings [13:4]
  5. \_\_\_ None - only use take-out service [13:5]
- B1. Which type of Gourmet Café coffee do you normally drink?
1. \_\_\_ Traditional blend (unflavoured) [14:1]
  2. \_\_\_ Flavoured blend [14:2]
  3. \_\_\_ Espresso [14:3]
  4. \_\_\_ Cappuccino [14:4]
  5. \_\_\_ Other type of coffee - (specify): \_\_\_\_\_ [14:5]
  6. \_\_\_ None [14:6]
- B2. Have you purchased any Gourmet Café item as a gift during the past year?
1. \_\_\_ Yes [15:1]
  2. \_\_\_ No [15:2]
- B3. Do you have your own personal mug kept at this Gourmet Café location?
1. \_\_\_ Yes [16:1]
  2. \_\_\_ No [16:2]
- B4. Have you purchased any of the Gourmet Café bean/ground coffees during the past year for personal (home) consumption?
1. \_\_\_ Yes (**see below**) [17:1]
  2. \_\_\_ No [17:2]

**If yes**, approximately how many pounds do you normally purchase on a monthly basis?

Number of pounds purchased: \_\_\_\_\_. [18-19:##]

- B5. Have you purchased any of the Gourmet Café bean/ground coffees during the past year for consumption at work?
1.  Yes [20:1]  
 2.  No [20:2]

- B6. Do you have a Gourmet Café “SaversCard” (i.e., a “buy-6-get-one-free promotional coffee card”) that you use?
1.  Yes (see blow) [21:1]  
 2.  No [21:2]  
 3.  Not aware of such a promotion [21:3]

**If you have such a card, do you prefer . . . .**

1.  to have the card kept on file at the Gourmet Café [22:1]  
 2.  to hold on to the card yourself. [22:2]

- B7. Do you have a coffee bean "VIP" card (buy 10 pounds and get one pound free promotion) that you use?
1.  Yes (see below) [23:1]  
 2.  No [23:2]  
 3.  Not aware of such a promotion [23:3]

**If you have such a card, do you prefer . . . .**

1.  to have the card kept on file at the Gourmet Café. [24:1]  
 2.  to hold on to the card yourself. [24:2]

- B8. Use the following scale to evaluate each of the identified characteristics of the Gourmet Café.

Characteristics (circle appropriate number in each case):

	Poor	Fair	Good	Very Good	Excellent	
Quality of coffee	1	2	3	4	5	[25:#]
Variety of coffee	1	2	3	4	5	[26:#]
Pastry selection	1	2	3	4	5	[27:#]
Cleanliness of store	1	2	3	4	5	[28:#]
Value for price paid	1	2	3	4	5	[29:#]
Quality of service	1	2	3	4	5	[30:#]
Friendliness of staff	1	2	3	4	5	[31:#]
Product knowledge of staff	1	2	3	4	5	[32:#]
Atmosphere in store	1	2	3	4	5	[33:#]
Temperature in store	1	2	3	4	5	[34:#]
<i>Continued on next page . . . .</i>						

**Question B8 continued . . . .**

Use the following scale to evaluate each of the identified characteristics of the Gourmet Café.

Characteristics (circle appropriate number in each case):

	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Excellent</b>	
Ventilation	1	2	3	4	5	[35:#]
Courteousness of staff	1	2	3	4	5	[36:#]
Decor of store	1	2	3	4	5	[37:#]
Availability of seating	1	2	3	4	5	[38:#]

B9. How would you rate your enjoyment of the weekend entertainment (musicians) provided by the Gourmet Café?

- 1. \_\_\_ Poor (1) [39:1]
- 2. \_\_\_ Fair (2) [39:2]
- 3. \_\_\_ Good (3) [39:3]
- 4. \_\_\_ Very Good (4) [39:4]
- 5. \_\_\_ Excellent (5) [39:5]
- 6. \_\_\_ Not aware of such entertainment [39:6]

B0. Do you feel that the non-smoking seating availability at Gourmet Café is . . . .

- 1. \_\_\_ not enough [40:1]
- 2. \_\_\_ adequate [40:2]
- 3. \_\_\_ more than enough [40:3]

C1. Do you feel that the smoking seating availability at the Gourmet Café is . . . .

- 1. \_\_\_ not enough [41:1]
- 2. \_\_\_ adequate [41:2]
- 3. \_\_\_ more than enough [41:3]

C2. Do you feel that the Gourmet Café should . . . .

- 1. \_\_\_ allow smoking at all seats [42:1]
- 2. \_\_\_ not allow smoking on the premises [42:2]
- 3. \_\_\_ have smoking & non-smoking sections [42:3]

C3. Do you feel that the Gourmet Café should rearrange the locations of the smoking and non-smoking seating areas?

- 1. \_\_\_ Yes (**see below**) [43:1]
- 2. \_\_\_ No [43:2]

**If yes, explain how:** \_\_\_\_\_.

C4. What is the **one** (1) **main reason** you come to the Gourmet Café?

- 1. \_\_\_ The coffee [44:1]
- 2. \_\_\_ Other beverages [44:2]
- 3. \_\_\_ The service [44:3]
- 4. \_\_\_ The atmosphere [44:4]
- 5. \_\_\_ The entertainment [44:5]
- 6. \_\_\_ The food/pastry [44:6]
- 7. \_\_\_ The convenience of location [44:7]
- 8. \_\_\_ The friendliness of the staff [44:8]
- 9. \_\_\_ The social interaction [44:9]

C5. What is your overall rating of the Gourmet Café?

- 1. \_\_\_ Poor (1) [45:1]
- 2. \_\_\_ Fair (2) [45:2]
- 3. \_\_\_ Good (3) [45:3]
- 4. \_\_\_ Very Good (4) [45:4]
- 5. \_\_\_ Excellent (5) [45:5]

C6. In comparison to other coffee shops, how would you evaluate the Gourmet Café?

- 1. \_\_\_ Below average [46:1]
- 2. \_\_\_ Average [46:2]
- 3. \_\_\_ Above average [46:3]

C7. Have you ever purchased any products at **The Coffee Barn** across the street, opposite to the **Gourmet Café**?

- 1. \_\_\_ Yes (**see below**) [47:1]
- 2. \_\_\_ No [continue to Question C8] [47:2]

**If yes**, how would you rate the **Gourmet Café** relative to **The Coffee Barn** on the following characteristics?

For each characteristics (circle appropriate number in each case).

Relative to The Coffee Barn, I would say the (**insert characteristic**) at the **Gourmet Café** is . . . .

	<b>Poorer</b>	<b>The Same</b>	<b>Better</b>	
Quality of coffee	1	2	3	[48:#]
Variety of coffee	1	2	3	[49:#]
Pastry selection	1	2	3	[50:#]
Cleanliness of store	1	2	3	[51:#]
Value for price paid	1	2	3	[52:#]
Quality of service	1	2	3	[53:#]
Friendliness of staff	1	2	3	[54:#]
<i>Continued on next page . . . .</i>				

**Question C7 Continued . . . .**

For each characteristics (circle appropriate number in each case).

Relative to The Coffee Barn, I would say the **(insert characteristic)** at the **Gourmet Café** is . . . .

	<b>Poorer</b>	<b>The Same</b>	<b>Better</b>	
Product knowledge of staff	1	2	3	[55:#]
Atmosphere of store	1	2	3	[56:#]
Temperature in store	1	2	3	[57:#]
Ventilation	1	2	3	[58:#]
Courteousness of staff	1	2	3	[59:#]
Decor of store	1	2	3	[60:#]
Availability of seating	1	2	3	[61:#]

- C8. Would you recommend the Gourmet Café to a friend?
1.  Yes [62:1]
2.  No [62:2]
- C9. Would you like to see the food menu expanded?
1.  Yes **(see below)** [63:1]
2.  No [63:2]
3.  Doesn't matter [63:3]
- If yes, what changes would you like to see:** \_\_\_\_\_
- \_\_\_\_\_.
- C0. Do you normally purchase something to eat with your beverage purchase?
1.  Yes [64:1]
2.  No [64:2]
- D1. Do you smoke?
1.  Yes [65:1]
2.  No [65:2]
- D2. How long have you been coming to this Gourmet Café location?
1.  For less than a month [66:1]
2.  For 1 month to less than 6 months [66:2]
3.  For 6 months to 1 year [66:3]
4.  For more than 1 year to 2 years [66:4]
5.  For more than 2 years to 3 years [66:5]
6.  For more than 3 years to 4 years [66:6]
7.  For more than 4 years [66:7]

- D3. What is your sex?
1.  Male [67:1]
  2.  Female [67:2]
- D4. What is your age?
1.  Under 20 [68:1]
  2.  20-29 [68:2]
  3.  30-39 [68:3]
  4.  40-49 [68:4]
  5.  50-59 [68:5]
  6.  60 or over [68:6]
- D5. What is your marital status?
1.  Single [69:1]
  2.  Married/common-law [69:2]
  3.  Other [69:3]
- D6. What is your occupation?
1.  Homemaker [70:1]
  2.  Professional [70:2]
  3.  Management/Executive [70:3]
  4.  Salesperson [70:4]
  5.  Clerical or service worker [70:5]
  6.  Tradesperson/Labourer [70:6]
  7.  Artist/Entertainer [70:7]
  8.  Retired [70:8]
  9.  Student [70:9]
  0.  Other (specify, if possible): \_\_\_\_\_ [70:0]
- D7. What is your educational background?
1.  Some high school or less [71:1]
  2.  Completed high school [71:2]
  3.  Vocational/Technical school [71:3]
  4.  Some College/University [71:4]
  5.  Completed College/University [71:5]
- D8. Where do you currently live?
1.  In Canada [72:1]
  2.  In the USA [72:2]
  3.  In another country [72:3]
- D9. What one type of music/radio program do you like to listen to most often?
1.  Rock [73:1]
  2.  Jazz [73:2]
  3.  Country [73:3]
  4.  Classical [73:4]
  5.  Alternative/New Age [73:5]
  6.  Talk shows [73:6]
- D0. What is your most preferred flavour/type of coffee?
- Most preferred flavour: \_\_\_\_\_.

- E1. While visiting the Gourmet Café, do you normally . . . .
1. \_\_\_ talk to friends/co-workers [76:1]
  2. \_\_\_ read a newspaper/magazine [76:2]
  3. \_\_\_ think/study [76:3]
  4. \_\_\_ other - specify: \_\_\_\_\_ [76:4]
- E2. Are your purchases at the Gourmet Café . . . .
1. \_\_\_ only for in-store consumption [77:1]
  2. \_\_\_ normally for in-store consumption [77:2]
  3. \_\_\_ only for take-out [77:3]
  4. \_\_\_ normally for take-out [77:4]
  5. \_\_\_ equally split between in-store consumption and take-out [77:5]
- E3. Currently the Gourmet Café sells beverages in 3 sizes: Small, Regular, and Large. Do you think any of these size names are confusing to the customers?
1. \_\_\_ Yes [78-1]
  2. \_\_\_ No [78-2]
- E4. Currently the Gourmet Café sells beverages in 3 sizes: Small, Regular, and Large. Do you think that the Gourmet Café should rename these sizes as Small, Medium, and Large?
1. \_\_\_ Yes [79-1]
  2. \_\_\_ No [79-2]
- E5. What is the length of your typical visit to the Gourmet Café?
1. \_\_\_ Up to 15 minutes [80:1]
  2. \_\_\_ 16-30 minutes [80:2]
  3. \_\_\_ 31-60 minutes [80:3]
  4. \_\_\_ More than 1 hour but not more than 2 hours [80:4]
  5. \_\_\_ More than 2 hours but not more than 3 hours [80:5]
  6. \_\_\_ More than 3 hours but not more than 4 hours [80:6]
  7. \_\_\_ More than 4 hours [80:7]
- E6. Do you have any suggestions for additional items that the Gourmet Café should offer for sale in the store (specify, if any)?:
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_.
- E7. Please provide us with any other comments or suggestions you may have about the Gourmet Café:
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_.

***Thank you for completing this questionnaire. Make sure you have completed all of the questions. Please place the completed questionnaire in the box near the cash register.***  
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