

## Appendices

### Appendix 1: Interview Guidance

1. What is your age group?
2. Observation on gender
3. How frequently do you visit Starbucks in Shanghai?
4. How satisfied are you with the quality of coffee at Starbucks in Shanghai?
5. How do you rate the variety of beverages offered by Starbucks in Shanghai?
6. How important is the ethical sourcing of coffee beans to you when choosing a coffee shop?
7. How well do you think Starbucks adapts its menu to cater to local tastes in Shanghai?
8. How effective do you find Starbucks' marketing campaigns in Shanghai?
9. How do you perceive the pricing of Starbucks products in Shanghai compared to local competitors?
10. How would you rate your overall customer experience at Starbucks in Shanghai?
11. How significant do you consider Starbucks' corporate social responsibility initiatives in your decision to visit?
12. How well does Starbucks utilize social media to engage with customers in Shanghai?
13. How do you rate the impact of the COVID-19 pandemic on your visits to Starbucks in Shanghai?
14. How likely are you to recommend Starbucks to others in Shanghai?
15. How do you feel about Starbucks' balance between its global brand identity and local culture in Shanghai?

