



APPENDIX 1: SURVEY QUESTIONNAIRE

Demographic questions

What is your age?

- 20-29
- 30-39
- 40-49
- 50 and above

What is your gender?

- Male
- Female

How often do you visit Starbucks?

- Rarely (Less than once a month)
- Occasionally (1–3 times a month)
- Frequently (1–3 times a week)
- Very Frequently (More than 3 times a week)

What is your primary reason for visiting Starbucks?

- Quality of coffee
- Brand image
- Convenience
- Social responsibility



Statistical questions

IV1: Ethical Sourcing

- Starbucks' ethical sourcing practices influence consumer trust in the brand.
- The transparency of Starbucks' supply chain strengthens brand credibility.
- Ethical sourcing policies improve customer perception of Starbucks.
- Commitment to fair trade impacts consumer purchasing decisions at Starbucks.

(Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

IV2: Community Engagement

- Starbucks' involvement in community programs enhances brand reputation.
- Local engagement initiatives contribute to customer loyalty.
- Corporate social responsibility efforts make Starbucks more appealing.
- Community development programs create a positive brand image.

(Strongly disagree, disagree, Neutral, Agree, Strongly agree)

IV3: Environmental Initiatives

- Starbucks' sustainable packaging influences customer loyalty.
- Waste reduction efforts positively impact consumer perception.
- Environmental initiatives contribute to Starbucks' brand differentiation.
- Green store practices enhance Starbucks' reputation.

(Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

IV4: Employee Welfare

- Starbucks' employee benefits affect consumer perception of the brand.
- Fair wages and working conditions contribute to Starbucks' customer trust.
- A well-treated workforce improves service quality and customer experience.

- Starbucks' employee welfare policies enhance brand loyalty.

(Strongly disagree, Disagree. Neutral, Agree. Strongly agree)

DV: Brand Loyalty

- Starbucks' corporate social responsibility initiatives increase repeat purchases.
- Ethical and sustainable practices contribute to long-term customer loyalty.
- Starbucks' reputation for social responsibility enhances consumer preference.
- Customers are more likely to recommend Starbucks due to its CSR efforts.

(Strongly disagree, Disagree. Neutral, Agree. Strongly agree)



APPENDIX 2. EXAMPLE OF STARBUCK CSR INITIATIVES IN CHINA



The Starbucks Foundation

The Starbucks Foundation supports communities around the globe in areas aligned with its social-impact priorities:

Opportunity for Youth

In 2016, 63 partnerships in 10 countries directly supported more than 20,000 young people in developing job and leadership skills and connecting them to employment.

Supporting Coffee, Tea and Cocoa Communities

Our commitment to communities extends beyond our stores to include the regions that supply our coffee, tea and cocoa. The Foundation invests in programs designed to strengthen local economic and social development. We work collaboratively with non-governmental organizations that have experience and expertise in working with farming communities in the countries where coffee and other agricultural products are raised. Projects include improving access to education and agricultural training, microfinance and microcredit

Greener Retail Goals

Greener Stores

Build and Operate 10,000 Greener Retail Stores Globally by 2025

Greener Cup

Double the Recycled Content, the Recyclability and the Reusability of Our Cup by 2022

Greener Aprons

Empower 10,000 Partners Worldwide to be Sustainability Champions by 2020

Greener Power

Invest in 100% Renewable Energy to Power Operations Globally by 2020



By WANG ZHUOQIONG | CHINA DAILY | Updated: 2025-07-19 07:38



The booth of Starbucks at the ongoing China International Supply Chain Expo in Beijing. [Photo provided to China Daily]

Starbucks China is making its third consecutive appearance at the China International Supply Chain Expo held in Beijing from Wednesday to Sunday, signaling its strong commitment to sustainable development and the localization of its supply chain strategy.

