

APPENDICES

RESEARCH INSTRUMENT (QUESTIONNAIRE)

Request for Participation

Dear Respondent,

I am conducting a research study entitled “*The Effect of Marketing Mix and STP Strategies on Customer Satisfaction at HEYTEA in China.*” This research aims to analyze customer perceptions of HEYTEA’s marketing strategies and their influence on customer satisfaction.

Your participation is voluntary and will take approximately 5–8 minutes. All responses will remain confidential and will be used solely for academic purposes. There are no right or wrong answers. Please respond based on your actual experience with HEYTEA.

Thank you very much for your time and valuable contribution.

Measurement Scale

Scale	Description
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Please tick (✓) one answer for each statement.

Section A: Marketing Mix (7Ps)

A1. Product

No	Statement	1	2	3	4	5
P1	HEYTEA offers high-quality tea beverages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P2	The taste of HEYTEA products meets my expectations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P3	HEYTEA provides innovative and unique menu options.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A2. Price

No	Statement	1	2	3	4	5
PR1	The price of HEYTEA products is reasonable considering the quality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PR2	HEYTEA offers good value for money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PR3	The pricing reflects HEYTEA's premium brand image.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A3. Place

No	Statement	1	2	3	4	5
PL1	HEYTEA outlets are conveniently located.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PL2	HEYTEA stores are easily accessible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A4. Promotion

No	Statement	1	2	3	4	5
PM1	HEYTEA's promotional activities are attractive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PM2	HEYTEA's social media marketing influences my purchase decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PM3	HEYTEA effectively communicates its brand message.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A5. People

No	Statement	1	2	3	4	5
PE1	HEYTEA staff are friendly and polite.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PE2	Employees are knowledgeable about the products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PE3	Staff provide efficient service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A6. Process

No	Statement	1	2	3	4	5
PC1	The ordering process at HEYTEA is smooth and efficient.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PC2	Waiting time is reasonable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PC3	The digital ordering system is easy to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A7. Physical Evidence

No	Statement	1	2	3	4	5
PH1	The store design and ambiance are visually appealing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PH2	HEYTEA outlets provide a comfortable environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PH3	The packaging design enhances my overall experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section B: STP Strategies**B1. Segmentation**

No	Statement	1	2	3	4	5
S1	HEYTEA understands the preferences of its target customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
S2	HEYTEA designs products to suit specific customer groups.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B2. Targeting

No	Statement	1	2	3	4	5
T1	HEYTEA clearly focuses on a specific customer segment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T2	I feel that HEYTEA products are targeted toward people like me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B3. Positioning

No	Statement	1	2	3	4	5
PO1	HEYTEA has a strong and distinctive brand image.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PO2	HEYTEA is positioned as a premium tea brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PO3	HEYTEA stands out clearly compared to competitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section C: Customer Satisfaction

No	Statement	1	2	3	4	5
CS1	Overall, I am satisfied with HEYTEA products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CS2	My experience with HEYTEA meets my expectations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CS3	I am happy with my decision to purchase from HEYTEA.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CS4	I would recommend HEYTEA to others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CS5	I intend to repurchase HEYTEA products in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix

Curriculum Vitae



LuAo

☎ Tel: 8613663475343

♂ Gender: Male

📍 Current location: Linfen

🇨🇳 Political affiliation: Popular

⚖️ Weight: 60 kg

✉ Mail: 1208805704@qq.com

🎂 Age: 24

📅 Start time: 2026

👤 Ethnicity: Han

🏠 Hukou: Linfen
🎓 Highest education: Bachelor's degree

📏 Height: 180 cm

🎓 education experience

2018.09 - 2022.06

Universidad Az

Business Administration ☐ Bachelor's Degree

- **Major Courses:** Corporate Finance, Investment, Financial Markets, Econometrics, Financial Analysis
- **Academic Achievements:** Ranked in the top 5% of the program, awarded the university's first-class scholarship once
- **Academic Practice:** Completed the corporate financial analysis course design and developed financial health assessment models for three listed companies; participated in a simulated portfolio competition, achieving an annualized return rate of 8% (X being a specific value).

🗨️ evaluation

- **Professional Competencies:** Proficient in lean management methodologies to reduce operational costs through process reengineering; skilled in using Excel/PowerBI for data-driven decision-making; adept at strategic decomposition and cross-departmental execution
- **Professional Attitude:** Capable of rapid response and strategy formulation in complex market environments. During a period when quarterly target shortfall reached 30%, achieved 15% higher performance delivery through resource restructuring and team motivation initiatives.