

Individual Assignment – Coffee pods and coffee products consumption, attitudes and preferences

Research Methods for Marketers

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1. Introduction

The Coffee House, local coffee roaster is aiming at developing its business and becoming more innovative. In order to explore the underlying opportunities for the café's business growth, there is a need to conduct the analysis of consumption, attitudes and perceptions of consumers' towards the coffee products.

2. Proposal Plan

2.1 Research Problem

To examine whether Coffee House should invest their innovative efforts in introducing a new range of coffee pods and whether it should be a core part of their positioning.

2.2 Research Objectives

Objective 1: To discover what criteria consumers are guided by, when selecting a coffee products.

The data gathered will provide an insight into consumer's preferences regarding their consumption of coffee. The aim is to discover a stimuli and needs behind their selections and find out why are they choosing particular coffee products over another, what will enable defining factors influencing their purchase decision.

Objective 2: To explore consumers' coffee drinking lifestyle and habits

It is essential to get an understanding of consumer's habits of drinking coffee, determine the circumstances in which they consume it and examine what are the behavioural aspects of the consumption of coffee related to their lifestyle.

Objective 3: To examine what consumers think of the launch of a new product on the market.

Identifying consumer's attitudes towards the launch of the Coffee House's new coffee pods product on the market or hypothetically, examine any other options for extending product portfolio. It will provide a realistic view of the potential success or failure of the new ideas. Therefore, it will examine whether new product has a chance to survive on the market by simply gathering opinions of coffee enthusiasts.

2.3 Data Collection Method

The essence of this research is to discover and examine consumer's attitudes towards the consumption of coffee, as well as their behaviours and experiences, in order to make a recommendation for the Coffee House on further business expansion. Thus, the form of this research have an exploratory character, that relies on qualitative approach. It is characterised by its flexibility (Sekaran, 2016), what supports getting an understanding and gathering insights of the coffee consumers. As stated by Sekaran (2016) "curiosity can be satisfied only by an exploratory study". Exploration of the predetermined themes of the research will be conducted by applying semi-structured type of interviews, which will allow to make a comparison of the interview responses to each theme in order to detect the underlying facts that this research study aims to reveal (Saunders, Lewis, & Thornhill, 2019). Depending on the course of the conversation, semi-structured interview method will allow on either adding questions or changing its order. Interviews will be conducted face-to-face in order to create a 'personal touch' (Bradley, 2013) that will enable a natural flow of the conversation. The length of the interview will range from 40-60 minutes and it will be conducted in the quiet environment in Kimberlin Library at De Montfort University, to provide a comfortable and neutral environment both for the respondents and interviewer. Responses will be audio-recorded and a transcript will be written down.

2.4 Sampling Approach

The most suitable sampling method for the purpose of this research study is non-probability purposive sampling. A specification of this sampling method according to Daniel (2011) "enable us to answer our research questions and to meet our objectives", what is fundamental for this research. Moreover, purposive sampling is focusing on respondents with particular qualities/characteristics, who would be able to assist with the research (Etikan, 2016), nevertheless, participants will not reflect the whole population.

Selected participants, will be a student and an office worker in order to reflect the variety of clients of the Coffee House. Participants were selected because of their

matching profile of the person who consumes coffee and who could provide relevant insights on that matter.

2.5 Research Instrument

Research instrument consist of three essential sections and is proceeded with questions referring to the participant's demographics. Three Subsequent sections, reflect the exploratory character of this study that supports gaining an insights into the underlying behaviours, attitudes and opinions of the coffee drinkers. Each of the sections aims at achieving the objectives of this report through application of relevant questions supported by Probing questions, that will be applied. Probe technique used in the interview will be adjusted to the "characteristics of individual participant" (Malhotra, 2017). The first set of questions (after the demographics questions) aims at discovering the criteria that matters to the consumers while selecting coffee products. Getting an insights into consumers preferences will help to understand the needs of coffee drinkers and the factors influencing their purchases. Next section aims at exploring behavioural aspects that are related to coffee drinking lifestyles and the last sections of the research is deigned in order to examine and explore consumers opinions and views on the launch of the new coffee product on the market.

2.6 Data Analysis Technique

Data will be analysed using Thematic analysis. As stated by Saunders, Lewis, & Thornhill (2019) “The essential purpose of this approach is to search for themes, or patterns(...)”, what will enable a further analysis and help provide explanations to interview responses, especially after additionally applying the Open coding strategy. This strategy will feature the most relevant issues of the interview and help to manage the responses (Bradley, 2013). Moreover, based on thematic analysis, it will be possible to draw relevant conclusions (Saunders, Lewis, & Thornhill, 2019) in order to formulate recommendations for the Coffee House.

3. Key Finding and Recommendations

3.1 Key Findings

Objective 1: To discover what criteria consumers are guided by, when selecting a coffee products. Reflecting theme: **SELECTION CRITERIA**

Analysis of the responses reflecting participants' selection criteria (theme 1) exposed differences in terms of the taste preferences:

R1: ***"...it has softer and sweeter taste, which I like"***



R2: ***".. I like strong and a bit bitter coffee"***

However apart from the contradictory responses regarding the taste, further responses revealed the fact that both respondents pointed out the importance of tasty, aromatic coffee for them as regular consumers:

R1: ***"(...)I want my coffee to be tasty"***



R2: ***"the most important is the taste- simple as that"***

Another consistent element in the statements of both respondents was their willingness to pay more for a good quality coffee fulfilling their expectations of a 'tasty coffee'. Therefore to the questions asked: "Are you willing to pay more for mentioned attributes?" (of a good coffee) Respondents answered:

R1: ***" To some extend yes!"***

R2: ***"I love a good coffee so I am okay with paying a bit more for a better quality..."***.

Moreover, Respondent 1 provided a valuable insight into hypothetical effect of price on consumer's minds saying:

"sometimes I believe that higher price stands behind better quality" .

Which indicates the importance of setting a right, optimal price for the products in order to positively impact consumers' perception of it.

Furthermore, based on the participants responses, it can be stated, that despite the different brewing styles practiced by both respondents (R1- ground, R2- beans), both of them indicated that what matters to them is whether their coffee is fair trade:

R1: *"I am actually looking for the fair trade signs on the packages"*



R2: *"what matters to me is whether coffee is fair trade and of course where does it come from.."*

Moreover, both respondents evinced a negative attitude towards a processed type of coffee, what could be an important indicator for the Coffee House in terms of the nature of their product range selection.

R1: *"I don't recommend the processed coffees... (...) I think it doesn't have much in common with a real coffee!"*



R2: *"..so I can really tell apart a good and bad coffee... I can tell when its let's say...Artificial"*

The last essential insight from the first section of an interview exposed different attitudes towards the coffee origin. Respondent 1 showed less interest in knowing the source of the coffee, however both of the respondents relate the origin of the coffee with a quality of it:

R1: *"I don't really look specifically for any particular country or region, I'm not such an expert (LAUGH) ...(pauses) as far as it's something commonly known as a good coffee importer like... I don't know...like, let's say Ecuador, I know it should be a good one.."*



R2: *"the quality is just... way better! Oh, especially when it's a Colombian or Ethiopian coffee"*

Objective 2: To explore consumers' coffee drinking lifestyle and habits. Reflecting theme: **LIFESTYLE AND HABITS**

Section dedicated to getting an understanding of consumers' habits and lifestyle shows, that both respondents consider their lifestyle to be 'intense'. Their further responses indicate, that the pace of living influence their consumption of coffee:

R1: ***"My current lifestyle surely makes me drink it even more often"***

R2: ***"Coffee definitely helps me to stay awake when I'm tired"***

Moreover, this section of an interview exposed, that there are number of circumstances that consumers drink coffee at, with majority of the occasions taking place outside of home:

R1: ***"I'm pretty sure I drink most of my coffees outside of home...."***

R2: 1) ***"I usually just drink only my first coffee at home"*** 2) ***"around a lunch time at work or outside the office when we're going out for lunch with my mates"***

A deeper insight into the issue of drinking coffee outside of home has led to the discovery regarding the consumers preferences of the places they prefer to drink coffee at. The findings from Respondent 2 expose a negative opinion regarding the popular coffee chains such as Starbucks or Nero Café. Participant expressed an interest in ***"rather quite places"*** instead.

R2: ***"most of my friends prefer places such as Nero café or Starbucks and we usually got there.. basically a commercial coffee chains, but personally I don't think their coffee is that good and... most importantly I don't think its worth the price!"***

The preference regarding the place is common among the participants (both prefer quite, small cozy cafes). Respondent 2 expresses is as following below:

R2: ***"I love those... sort of 'Berlin style' cozy coffee houses"***

Objective 3: To examine what consumers think of the launch of a new product on the market. Reflecting theme: **NEW PRODUCT OPINIONS**

Findings reflecting consumers opinions on coffee brands show, that both participants do not consider popular brands as better and superior in comparison to small 'no name' brands. Even though, participants tend to buy well-known coffee brands, they do not consider them as better than small brands:

R1: "there are couple of famous coffee brands that I like and buy. However I think it all depends on the content of the package rather than a name on it."



R2: "I think that the 'no name' fair trade brand that imports coffee from a plantation in Colombia will be much better than the coffee from hmm... for example... an unknown source produced in the States on a mass scale.."

A question regarding different flavours of coffee asked in order to discover potential ideas for Coffee House product innovation, exposed a contradictory opinions of participant. One of the participant expressed curiosity and willingness to try new flavours, however was hesitant to incorporate it into everyday life. Whereas another respondent was against this idea. This finding reflects the diversity of coffee consumers and could potentially indicate the need of diversification of product portfolio of Coffee House.

R1: "That would be interesting (LAUGH) so yeah, sure... just out of curiosity...However, I am not sure if I could sort of... incorporate it into my everyday life."



R2: "Different flavours ? errmmm... no not really, its not for me, I am not a Starbucks type of girl (LAUGHS) I don't like to experiment with the taste that much..."

In contrary, both participants showed interest in trying different brewing style, however pointed out that preparation convenience is a key factor for them by saying:

R1: ***“(..) it takes so much time! I’m afraid I would get bored and tired of it after a few times”***



R2: ***“I wouldn’t want anything too fancy and time consuming for myself honestly”***

Moreover, Respondent 1, stated that convenience (preparation time) in the context of coffee pods could be a decisive factor resulting in willingness to try it.:

R1: ***“(...)I could actually try it (pause)... and especially if it really is a quicker way to make coffee...”***

Nevertheless, there are several aspects that speak against coffee pods according to the respondents, including environmental concerns and fear of artificial ingredients inside of capsules.

R1: ***“Let’s say eeerm.. drinking such coffee 3 times a day for 30 days, it’s like.. 90 empty pods each month... crazy!”***

R2: ***“so, when I see beans for example.. I know it is a natural product... the taste will be intense (..) but coffee pods...hmm.. it reminds me of an instant coffee, a processed one....”***

3.2 Recommendations

Considering participants' environmental concerns related to the number of waste coffee that pods produce, as well as the content of the capsules that does not appear as healthy as regular coffee beans or ground coffee to the participants (interview:section3), the recommended innovative action for Coffee House would be introducing the line of coffee pods produced in the eco-friendly capsules. Coffee pods content would be made of organic coffee beans and would be branded as 100% fair trade product. This recommended step could be a way to overcome consumers environmental and ingredients-related concerns that the interviews have showed. Nevertheless, taking this rather negative and unsure attitudes of respondents towards the coffee pods into consideration, Coffee House should not position coffee pods as their core product until it gains consumers trust and show significant sales potential. Instead of positioning coffee pods as their core product, Coffee House, should implement a new, owned range of organic coffee beans and ground coffee (based on consumer's preferences from section 1) available both for sale and available on the spot in the Coffee House (figure1). A recommended idea reflecting the findings (interview:section1) is dividing the coffee types by country of origin, which according to the findings, positively impact their perception of quality.



Figure 1 Example of a new range of coffee by Coffee House (source: pinterest.com 2020)

4. Conclusion

Taking all of the above stated into account, including gathered insights on participants selection criteria, their lifestyles and habits, as well as their opinions on the new product launch, have led to gaining an understanding of the consumers and as a result achieving the objectives of this research study. Analysis of the key findings, enabled formulation of the relevant recommendations for the Coffee House.

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6. Appendices

6.1 The complete interview guide – Semi- structured interview

Introduction:

Hello, my name is.... I will be conducting this interview with you today. First of all, I would like to thank you for dedicating your time to take part in my research study. Interview is going to last approximately 40-60 minutes. I would like to inform you, that your responses will be recorded, upon your consent. Your identity will be anonymised and will be kept confidential. Should you have any queries, please do not hesitate to ask me anytime.

I would like to introduce you to the essence and meaning of this interview. Therefore, the aim of it, is to collect data for the purpose of my research study. Subsequent sections of this interview are designed to gather the information on the matters such as your coffee selection criteria, lifestyles and habits related to the consumption of coffee, as well as your views on the launch of a new coffee product. The answers provided will ideally enable me to find an answer to the main problem of my research study.

Once again, thank you for taking part in the study.

If you do not have any questions at the moment, we are going to move on to the first section of this interview....

DEMOGRAPHICS:

1. How old are you ?
2. Where do you live ?
3. What is your current employment status?

Section 1: Selection Criteria

4. What criteria matter to you the most when you select your coffee?
PROBE: If you were to describe it in one word ?

5. Are you willing to pay more for mentioned attributes characterizing a good coffee ?
6. How much on average do you spend on coffee weekly?
7. Do you own a coffee machine

PROBE: How do you brew your coffee ?

PROBE: Do you use beans or a ground coffee?

8. Do you know the country of origin of your coffee ?

9. Do you look at the labels on your coffee ?

PROBE: If so, what are you usually looking at ?

10. If were to recommend a coffee to a friend, what would it be ?

PROBE: what type of coffee would be the least recommended one ?

Section 2: Lifestyle and habits

11. Do you consider your lifestyle to be intense, quick or rather stable ?

PROBE: Do you think it affects the frequency of your consumption of coffee ?

12. Could you name your reasons for drinking coffee ?

13. How many coffees do you drink per day?

14. Would you be able to say how many of those do you drink outside of home ?

15. When do you usually drink your coffee ?

16. Where do you usually drink your coffee?

17. Could you tell me about the circumstances you happen to drink coffee ?

Section 3: New product opinions

18. Do you only consider well-known brands while buying a coffee ?

19. Would you consider trying different brands ?

PROBE: Apart from the brands, would you consider trying different flavours of coffee

PROBE: Would you be willing to try different brewing styles ?

20. Do you match your coffee choices (considering aspects such as length of preparation etc.) to your lifestyle ?

21. Have you ever tried coffee pods ?

22. Do you think coffee pods could allow you to prepare coffee in a quicker way?

23. Would you consider buying a coffee pods machine ?

(Thank participant)

6.2 Full transcript for each interview

Interview transcript- Respondent 1

Hello, my name is.... I will be conducting this interview with you today. First of all, I would like to thank you for dedicating your time to take part in my research study. Interview is going to last approximately 40-60 minutes. I would like to inform you, that your responses will be recorded, upon your consent. Your identity will be anonymised and will be kept confidential. Should you have any queries, please do not hesitate to ask me anytime.

I would like to introduce you to the essence and meaning of this interview. Therefore, the aim of it, is to collect data for the purpose of my research study. Subsequent sections of this interview are designed to gather the information on the matters such as your coffee selection criteria, lifestyles and habits related to the consumption of coffee, as well as your views on the launch of a new coffee product. The answers provided will ideally enable me to find an answer to the main problem of my research study.

Once again, thank you for taking part in the study.

If you do not have any questions at the moment, we are going to move on to the first part of this interview....

R1: No, not for now

Demographics:

I: Okay! To begin with, I am going to ask you couple of 'warm-up' questions.

R1: Sure!

I: How old are you ?

R1: I am 22

I: Where do you live ?

R1: I live in Leicester

I: What is your current employment status

R1: I'm an undergrad student at DMU and a waitress in San Carlo restaurant here in Leicester

Thank you, now we're going to move on to the section one of the interview. I am going to ask you couple of questions regarding your choice criteria related to the coffee products.

Section 1: Selection Criteria

I: Let's start with a very general question at the beginning. What criteria matter to you the most when you select your coffee?

R1: ...umm people tend to talk a lot about the importance of healthy food lately... so I started paying more attention to this topic myself... It's quite a challenge though! Before I didn't care what source the products I eat or drink come from... Now I'm trying to pay attention to whether the food is bio, fair trade so I do the same with coffee ... hmm what can I add - just whether its healthy, without preservatives and so on.. So I check if the coffee is organic... that's how I make sure it's healthier or at least that's what I hope for...

Fair trade aspect

Organic coffee type – healthy options

I: And will you please tell me more about the taste related criteria ?

R1: I like Arabica type of coffee, by the way I've recently found out what's the difference between Arabica and...the other one (LAUGH) and apparently it has softer and sweeter taste, which I like

Taste

I: Ah! Good to know! And are you willing to pay more for the mentioned attributes?

R1: To some extend yes! unfortunately... prices for organic food are higher than average....To be honest, sometimes I believe that higher price stands behind better quality but we all know it's not always the case... (LAUGH)

Quality and price

I: Could you tell me what's your weekly expenditure on coffee ?

Hmm.. let me think... I don't know sorry, I have no idea...

I: That's okay, don't worry! Now, a little bit easier question (LAUGH) Do you own a coffee machine ?

R1: I do ! I got used to it so much, that I took it or stole it (LAUGH) from my parent's house when I moved out to study in Leicester

PROBE: (LAUGH) Lucky you! And how do you brew your coffee ?

R1: Most of the time I just drink a simple black coffee with a plant based milk...or sometimes without! if I need some stroke of energy (LAUGH). I feel like... black coffee makes me feel more awake, especially when the smell hits me in the morning!

I: Do you know the country of origin of a coffee you drink?

Country / origin (!)

R1: I actually don't know it at the moment..I don't really look specifically for any particular country or region, I'm not such an expert (LAUGH) ...(pauses) as far as it's something commonly known as a good coffee importer like... I don't know...like, let's say Ecuador, I know it should be a good one.. you know what I mean

I: Ah yes! You mentioned you are interested in keeping a healthy diet and buying fair trade products, do you then look at the labels on the coffee products ?

Fair trade aspect

R1: Yes I do ! well.. I am actually looking for the fair trade signs on the packages

I: That's a great attitude! Can you tell me now.. If you were to recommend a type of coffee to a friend, what would it be ?

R1: I recommend trying a freshly ground coffee.... You know, the genuine one from beans...oh ! and prepared in a 'pour-over 'method or... just made in a professional machine! (pause)....But has to be freshly ground! that's what I prefer myself and I would recommended it. We are serving it in the restaurant...real, genuine Italian style and it smell amazing!

Again associating beans /ground with better option

PROBE: And reversely...what would be the least recommended one?

R1: I don't recommend the processed coffees... but I guess it isn't surprising (LAUGH)...I think it doesn't have much in common with a real coffee!

Thank you for all the responses! Now, I'd like to learn more about your coffee drinking lifestyle and habits

Section 2: Lifestyle and habits

I:You're a student and you work as a waitress, as you've told me before. Do you consider your lifestyle to be rather intense ?

BUSY

R1: Oh yes definitely, I barely make ends meet since I started this job (LAUGHS)

I: And does it at some point influence your consumption of coffee ?

Negative towards processed /artificial

Lifestyle vs consumption

R1: My current lifestyle surely makes me drink it even more often...it's a vicious circle (LAUGH) I drink coffee before going to work then I go to sleep very late after my shift and drink another one to wake up (LAUGH)

I: (LAUGH) I understand it very well... Would you be able to say how many coffees do you drink per day ?

R1: I would say... it depends how intense my day is. But I would say...3 or 4 cups per day.

PROBE: And can you tell me how many of these do you drink outside of home ?

I'm pretty sure I drink most of my coffees outside of home.... Because...eee..I am away most of the time (LAUGH), so probably 2/3 coffees

OUTSIDE of home

Circumstances How/when ???

I: I am curious what are the circumstances you happen to drink coffee at ? Could you tell me a bit about it?

R1: the circumstances ..hmm so I always have one coffee at home as quickly as possible in the morning when I'm in a hurry, what happens pretty often by the way (LAUGH).. so at home by myself, then... ermm...very often on the go in a thermal mug... but, at the same time it's also my way to relax in the cafe with friends or during my break at work or uni ...so there are quite a few circumstances...

I: Ah right ! Could you then tell about hypothetical situations when you consume the most coffee?

R1: Sometimes during the exam period or when I have a lot of work I drink a lot of coffee- simple as that (LAUGH) Its also one of the reasons for making a selection towards a natural and healthier options if I consume it in such amounts (LAUGH)... at least I want my coffee to be tasty and organic of course I do not always have a say, for example when I drink coffee outside of home! Let's say DMU library's coffee vending machines (LAUGH) yuck !

ORGANIC

PROBE: (LAUGH) Apart from DMU, would you tell me a bit more about places you drink coffee at when you go out with friends?

R1: Oh I love those... sort of "Berlin style" cozy coffee houses, if you know what I mean... Their site-roasted coffee beans are amazing! I know a couple of such places in London, such as Old Spike Roastery or Ozone Coffee House, where I go when I am

Small, cozy cafes

visiting my friends there, It's definitely a quality time ! ,but unfortunately we don't have many of such places here in Leicester...

I: I know what you mean.. And now the last question from this section. To conclude, could you name your reason/ reasons for drinking coffee ?

R1: energy energy energy (LAUGH) I'm kidding, there are couple more reasons though (LAUGH), another one could be when I hang out with friends for example.. Can't think of anything else now to be honest...sorry

I: No worries that's alright! Let's proceed to the last questions of the interview..

Section 3: New product opinions

I: Do you only consider well-known brands while buying a coffee ?

R1: Umm not really, there are couple of famous coffee brands that I like and buy. However I think it all depends on the content of the package rather than a name on it

Popularity vs quality

PROBE: Could you name those brands ?

R1: Yes! Sure, it's Carribou, which is really intense.. very good coffe ! If im not wrong, it's a South American coffee, I also like Italian Lavazza These are well known brands but I'd definitely recommend it and I trust those brands, however I also buy a coffee whenever I travel...or from my favourite cafes, the ones I told you about especially Old Spike Roastery

Brands 2

PROBE: Oh so they sell their own branded coffee ?

Yes! they do have their brand ! (pause)... I'm buying a grounded coffee sometimes, for my coffee machine in Old Spike.. but it's pretty expensive.. absolutely worth the price though ! I love it !

I: Would you consider trying different flavours of coffee

R1: That would be interesting (LAUGH) so yeah, sure... just out of curiosity...However, I am not sure if I could sort of... incorporate it into my everyday life. As I mentioned before, very often I just need a strong caffeine dose to start my day...

I: Apart from flavours, would you consider trying different brewing styles?

Circumstances

Hesitation (!)

Different
brewing
methods

R1: I love coffee prepared pour-over method for example... My flatmate makes it all the time, Well... unfortunately, the thing is... it takes so much time! I'm afraid I would get bored and tired of it after a few times (LAUGH) so I'm afraid it's not for me

I: So, can we say, that you match your coffee choices (considering aspects such as length of preparation etc.) to your quick lifestyle ?

R1: I agree, totally

I: And do you think coffee pods could enable you to prepare coffee in a quicker way ? Would you consider them?

COFFEE
PODS
NEGATIVE

R1: Well, the thing is I don't have a coffee pods machine ... and actually.. and it's even more important to me! **The waste that coffee pods produce...** I mean.. I don't wanna sound like some... eco freak (LAUGH)... but look.. **Let's say eeerm.. drinking such coffee 3 times a day for 30 days, it's like.. 90 empty pods each month... crazy!** (pause) And **I don't think it can be better than coffee beans...** I am pretty sure Italians I work with in San Carlo would agree with me (LAUGH)

I: Oh I am pretty sure of that (LAUGH). Considering your busy lifestyle you talked about, would you consider buying a coffee pods machine in order to prepare your coffee in a quicker way if the coffee pods were made of organic coffee beans and packaging was eco-friendly ?

R1: Oh that's sounds good to me (LAUGH) as I told you before, **I like to experiment so I guess I could actually try it (pause)... and especially if it really is a quicker way to make coffee...** why not

Convenience
aspect (Coffee
pod)

It was a last question of our interview. Thank you for your time and participation. If you have any questions please, feel free to ask!

Interview transcript- Respondent 2

Hello, my name is.... I will be conducting this interview with you today. First of all, I would like to thank you for dedicating your time to take part in my research study. Interview is going to last approximately 40-60 minutes. I would like to inform you, that your responses will be recorded, upon your consent. Your identity will be anonymised and will be kept confidential. Should you have any queries, please do not hesitate to ask me anytime.

I would like to introduce you to the essence and meaning of this interview. Therefore, the aim of it, is to collect data for the purpose of my research study. Subsequent sections of this interview are designed to gather the information on the matters such as your coffee selection criteria, lifestyles and habits related to the consumption of coffee, as well as your views on the launch of a new coffee product. The answers provided will ideally enable me to find an answer to the main problem of my research study.

Once again, thank you for taking part in the study.

Do you have any questions ?

R2: Everything's clear, thanks!

Demographics:

I: Alright! Let's start with the very basic questions at the beginning, to introduce you. How old are you ?

R2: I am 26

I: Where do you live ?

R2: I live in Leicester

I: What is your occupation?

R2: I'm a Paralegal

I: What is your nationality

R2: I am half Turkish half Polish

Thank you, now we're going to move on to the section one of the interview. I am going to ask you couple of questions about your choice criteria related to the coffee products.

Section 1: Selection Criteria

I: Could you tell me what criteria matter to you the most when you select your coffee?

Taste + neg.
Towards
instant

R2: I don't have to spend too much time thinking of the answer to this question (LAUGHS) **the most important is the taste- simple as that** . I am a big fan of coffee **so I can really tell apart a good and bad coffee... I can tell when its let's say...Artificial...** like those instant coffees... you know what I mean, like not 100% natural... but to the point (LAUGHS) the most important is it's taste... and what I mean by that.. **I like strong and a bit bitter coffee** and of course when **it has this hmm rich aroma..** you know what I mean

Aroma 1

PROBE: Sure! ...and if you were to describe it in one word ? what would it be ?

R2: hmm.. I'd say... intense coffee

I: Are you willing to pay more for mentioned attributes characterizing a good coffee ?

R2: Hmm...(pauses) yeah.. to some degree yes! ...Well, the truth is, it is not easy to get a good coffee in the UK... **I love a good coffee so I am okay with paying a bit more for a better quality...**

WILLING
TO PAY
MORE

I: I understand.. Do you have any idea how much on average do you spend weekly on your coffee ?

R2: hmm... (pause) hard to tell.. but **probably less than 30**

I: Alright! We're going to change the subject a little bit. Do you own a coffee machine?

R2: Yes I do! Of course ! I have a De Longhi espresso machine, nothing fancy but the coffee is good

PREF.
TYPE

PROBE1: OK...Would you tell me then, how do you brew your coffee then ?

99% of the time I drink espresso, **its rich and strong as** I mentioned before that how I like my coffee.. **and really aromatic** as a coffee should be in my opinion.. but maybe it depends rather on the coffee than the coffee machine (LAUGH) or both!

PROBE2: Is it then made of beans or is it a ground coffee ?

R2: **I use beans and I can tell you that the coffee tastes totally different.. the quality is just... way better! Oh, especially when it's a Colombian or Ethiopian coffee.**

(again) BEANS
OVER OTHER
METHOD

QUALITY

I: When you buy a package of coffee.. Do you look at the labels on it ?

R2: I usually drink the same coffee, so I know it comes from good sources...(pauses) but, when I try something new I happen to look at the packaging... hmm what can I

Fair trade (!)

add.. well what matters to me is whether coffee is fair trade and of course where does it come from as I said earlier... and one more thing! Sometime I only look at the packaging and it looks so... clean and sustainable and eco from a mile away (LAUGH)
I guess you don't even have to read the label though!

I: An the last question from this section...If you were to recommend a type of coffee to a friend, what would it be ?

R2: I always recommend espresso or a Turkish coffee but unfortunately most of my friends here in the UK don't like it (LAUGH), and Turkish coffee is not very common here (LAUGH)

PROBE: And what type of coffee would be the least recommended one ?

Negative towards INSTANT x 2

R2: Definitely wouldn't recommend an instant coffee! Yuck (LAUGH)

I: Fair enough (LAUGH), In the next section, I'd like to ask you couple of questions regarding your coffee drinking lifestyle and habits...

Section 2: Lifestyle and habits

INTENSE Lifestyle (both respondents !!)

I: Do you consider your lifestyle to be intense, busy or rather stable ? How would you describe it ?

R2: Id say its rather intense but it depends on the day at work. I'm not a regular nine-to-fiver.... so sometimes I come home very late.. so it depends on the day at work

PROBE: And do you think it affects the frequency of your consumption of coffee ?

R2: umm... Since I remember I used to drink a lot of coffee and I don't know if it would be any different if I wasn't working where I am at the moment... but well.. Coffee definitely helps me to stay awake when I'm tired, so actually... it might be the case.. yeah..

COFFEE-Frequency

PROBE: You just mentioned you drink coffee to 'stay awake'. Could you name couple more of your reasons for drinking coffee ?

circumstances

R2: So obviously cause I like the taste...hmmm.. and for socializing, very often with colleagues at work or with family at home.. etc, etc...

frequency

I: Alright! Would you be able to say how many coffees you drink per day?

R2: I usually drink around 4 I think

I: And can you tell how many out of those do you drink outside of home ?

R2: I usually just drink only my first coffee at home.

OUTSIDE of HOME (both respondents !)

I: When do you usually drink your coffee ?

R2: So....(Pauses) as I said I obviously drink it at home in the morning, before leaving to work, then around a lunch time at work or outside the office when we're going out for lunch with my mates and usually 1 or 2 more at work until the end of the day....
ouch it sounds like a lot, I've just realized (LAUGH)

I: (LAUGH) You're not the only one, no worries! (LAUGH) You mentioned about drinking coffee when you go out for lunch. Could you tell me what places do you usually visit?

R2: Eh it is always a subject of a dispute with my colleagues (LAUGH)... well, most of my friends prefer places such as Nero café or Starbucks and we usually go there.. basically a commercial coffee chains, but personally I don't think their coffee is that good and... most importantly I don't think its worth the price! Ehh... And I know stuff about it (LAUGHS) I had an episode working as barista long time ago, when I was an undergrad (LAUGHS) so coming back to the question.. (LAUGHS) sorry I got a bit lost

NEGATIVE towards comm. chains

I: That's okay take your time (LAUGHS)

R2: If I were to choose I prefer rather quite places where people actually take time to prepare your coffee and you know that the quality is great

PREFER quite places (!)

I: What do you mean by quite places ?

R2: (pause) Well I mean smaller cafes, a real coffee lovers would understand (LAUGH). It can be at some point comparable to the coffee shops in Italy or Turkey.. okay...maybe not exactly (LAUGHS) but small coffee shops has its special vibe as I call it.. and I love family run restaurants or cafes which represent a real coffee drinking culture.. umm (PAUSES)

Thank you for your very comprehensive answers so far! Now we're going to carry on with the last section on the interview

Section 3: New product opinions

I: Can you tell me...Do you only consider well-known brands while buying a coffee ?

R2: I tend to buy rather popular brands because it's just easier in everyday life ... you know like.. from the supermarket that's just few steps away from my house.. I'm buying beans so its fine.. what can go wrong with the beans (LAUGHS) but of course I'm not saying they are better! For example, I think that the 'no name' fair trade brand that imports coffee from a plantation in Colombia will be much better than the coffee from hmm... for example... an unknown source produced in the States on a mass scale.. you know what I mean.

BRANDS

Fair trade aspect + origin + brands (!!)

I: Yes I understand what you mean...

R2: yeah... the quality does not always go hand in hand with the size and popularity of the brand!

I: Well said! Besides brands, would you consider trying different flavours of coffee ?

R2: Different flavours ? errmm... no.. not really, it's not for me... I am not a Starbucks type of girl (LAUGHS).. I don't like to experiment with the taste that much... and maybe that's why I drink classic espresso as I told you before (LAUGHS)

Negative towards new

I: I understand... and how about different brewing style ?

R2: I am definitely open for this ! There are so many interesting ways to make coffee nowadays such as that... can't remember the name (pause)...drip brewing.. emm, I don't know the professional name for it, but I have seen it in one café... (pauses) ah ! and the one that you press.. it looks good, I could consider buying one of those little pots to make such at home, looks very simple... perfect for me (LAUGHS)

POSITIVE towards new brew. style

I: You mentioned about simplicity, do you prefer your coffee over other choices due to your busy lifestyle you mentioned before ? Because its quicker to make ?

R2: Well yeah.. I wouldn't want anything too fancy and time consuming for myself honestly, or im just too lazy (LAUGHS) at the end it's just a coffee.... I don't have that much time for it.. unfortunately, but I like to try

I: Have you ever tried coffee pods ?

CONVINIENCE ! (both participants)

R2: I heard about coffee capsules.. apparently its quite popular at the moment...personally I didn't have a chance to try, but I don't even think I'd like it

I: Could you tell me more about it? Why it doesn't appeal to you ?

R2: Hmm how to explain.. I just don't trust it...(pause) **so, when I see beans for example.. I know it is a natural product... the taste will be intense** I just like the taste of it.. you know, I don't even add sugar or milk or anything most of the time ... **but coffee pods** hmm it reminds me of an instant coffee, a processed one....

I: How about organic coffee pods from a local coffee shop ? Would it be more appealing ?

R2: (pauses) I'd say it sounds better... I mean... **it's some assurance of a better quality I guess...at least I'd trust it a bit more...** but how do you go about its size.. the size of those capsules ? I mean.. if you buy Nespresso machine, right ? You are obliged to use only Nespresso capsules...or maybe I am wrong

I: There are machines on the market that can use compatible coffee pods.

R2: Oh alright, I didn't know that ! (pauses) emm... but another thing just came up to my mind ! **I know that prices of those coffee pods machines are cheap, right ? I guess it's a tricky strategy that those capsules are actually pricey!** I don't think it's fair but I guess it all depends on the brand... Maybe after all it isn't that bad!

I: Interesting view! We've now come to an end of an interview. It's been a pleasure to talk to you, thank you very much for your time and all the responses.

BIO/ORGANIC
ADDS VALUE (?)

Lack of
TRUST
towards
coffee pods

PRICE
(Negative)

6.3 Coding Table with the excerpts from transcript

Objective 1) To discover what criteria consumers are guided by, while selecting a coffee products.				
Theme	Sub-Codes	CODES ASSIGNED, (colour in the transcript)	Respondent 1: [R1] (Excerpts from transcript)	Respondent 2: [R2] (Excerpts from transcript)
SELECTION CRITERIA [SC]	TASTE [T]	[SC-T]	<p>"I've recently found out what's the difference between Arabica and...the other one (LAUGH) and apparently it has softer and sweeter taste, which I like"</p> <p>"at least I want my coffee to be tasty and organic"</p>	<p>"the most important is the taste- simple as that"</p> <p>"..so I can really tell apart a good and bad coffee... I can tell when its let's say...Artificial"</p> <p>".. I like strong and a bit bitter coffee"</p>
	AROMA [A]	[SC-A]	<p>"We are serving it in the restaurant... real, genuine Italian style and it smells amazing!"</p> <p>"black coffee makes me feel more awake, especially when the smell hits me in the morning!"</p>	<p>"it has this hmm.. rich aroma, the smell!"</p>
	PRICE [P]	[SC-P]	<p>"unfortunately... prices for organic food are higher than average....To be honest, sometimes I believe that higher price stands behind better quality but we all know it's not always the case..."</p>	<p>"I love a good coffee so I am okay with paying a bit more for a better quality..."</p>
	BREWING STYLE [BS]	[SC-BS]	<p>"I recommend trying a freshly ground coffee"</p> <p>"the genuine one from beans"</p>	<p>"I use beans and I can tell you that the coffee tastes totally different.."</p>
	COFFEE TYPE [CT]	[SC-CT]	<p>"I like Arabica type of coffee"</p> <p>"Most of the time I just drink a simple black coffee with a plant based milk"</p>	<p>"99% of the time I drink espresso"</p> <p>"I always recommend espresso or a Turkish coffee"</p>

			<p>“I don’t recommend the processed coffees... (...) I think it doesn’t have much in common with a real coffee!”</p> <p>“whether its healthy, without preservatives and so on.. So I check if the coffee is organic... that’s how I make sure it’s healthier or at least that’s what I hope for...”</p> <p>“Their site-roasted coffee beans are amazing!”</p>	<p>“Definitely wouldn’t recommend an instant coffee! Yuck (LAUGH)”</p>
COFFEE ORIGIN [CO]	[SC-CO]	<p>“I don’t really look specifically for any particular country or region, I’m not such an expert (LAUGH) ...(pauses) as far as it’s something commonly known as a good coffee importer like... I don’t know...like, let’s say Ecuador, I know it should be a good one..”</p> <p>“If im not wrong, it’s a South American coffee, I also like Italian Lavazza”</p> <p>“I also buy a coffee whenever I travel...or from my favourite cafes”</p>	<p>“the quality is just... way better! Oh, especially when it’s a Colombian or Ethiopian coffee”</p>	
SUSTAINABILITY FACTORS [SF]	[SC-SF]	<p>“I am actually looking for the fair trade signs on the packages”</p> <p>“Before I didn’t care what source the products I eat or drink come from... Now I’m trying to pay attention to whether the food is bio, fair trade so I do the same with coffee”</p>	<p>“what matters to me is whether coffee is fair trade and of course where does it come from..”</p> <p>“Sometime I only look at the packaging and it looks so... clean and sustainable and eco from a mile away”</p>	

(Objective 2) To explore consumers' coffee drinking lifestyle and habits

Theme	Sub-Codes	CODES ASSIGNED, (colour in the transcript)	Respondent 1: [R1] (Excerpts from transcript)	Respondent 2: [R2] (Excerpts from transcript)
LIFESTYLE AND HABITS [LH]	PACE OF LIVING [PL]	[LH-PL]	"I barely make ends meet since I started this job"	"Id say its rather intense but it depends on the day at work. I'm not a regular nine-to-fiver"
	CONSUMPTION FREQUENCY [CF]	[LH-CF]	"My current lifestyle surely makes me drink it even more often" "it depends how intense my day is. But I would say...3 or 4 cups per day."	"Since I remember I used to drink a lot of coffee and I don' know if it would be any different if I wasn't working where I am at the moment... but well.. Coffee definitely helps me to stay awake when I'm tired, so actually... it might be the case.." "I usually drink around 4 I think"
	CONSUMPTION TIMES [CT]	[LH-CT]	"Sometimes during the exam period or when I have a lot of work I drink a lot of coffee" "(...)where I go when I am visiting my friends there"	"I obviously drink it at home in the morning, before leaving to work, then around a lunch time at work or away from work when we're going out for lunch with my mates and usually 1 or 2 more at work until the end of the day"
	CONSUMPTION PLACE [CP]	[LH-CP]	"I'm pretty sure I drink most of my coffees outside of home.... Because..eee..I am away most of the time" "so I always have one coffee at home" "I love those... sort of 'Berlin style' cozy coffee houses" "I know a couple of such places in London, such as Old Spike Roastery or Ozone Coffee House"	"well, most of my friends prefer places such as Nero café or Starbucks and we usually got there.. basically a commercial coffee chains, but personally I don't think their coffee is that good" "I prefer rather quite places" "I mean smaller cafes" "small cafes have its special vibe as I call it.."

				“and I love family run restaurants or cafes which represent a real coffee drinking culture..”
	CONSUMPTION CIRCUMSTANCES [CC]	[LH-CC]	<p>“when I’m in a hurry”</p> <p>“very often on the go in a thermal mug”</p> <p>“in the cafe with friends or during my break at work or uni”</p>	<p>“and for socializing, very often”</p> <p>“I usually just drink only my first coffee at home”</p> <p>“around a lunch time at work or outside the office when we’re going out for lunch with my mates”</p>

(Objective 3) To examine what consumers think of the launch of a new product on the market.

Theme	Sub-Codes (HIGHLIGHTED in the transcript)	CODES ASSIGNED, (colour in the transcript)	Respondent 1: [R1] (Excerpts from transcript)	Respondent 2: [R2] (Excerpts from transcript)
NEW PRODUCT OPINIONS [NPO]	BRANDS [B]	[NPO-B]	<p>“there are couple of famous coffee brands that I like and buy. However I think it all depends on the content of the package rather than a name on it.”</p> <p>“it’s Carribou, which is really intense.. very good coffe”</p> <p>“(…)These are well known brands but I’d definitely recommend it”</p> <p>“Yes! they do have their brand ! (pause)... I’m buying a grounded coffee sometimes, for my coffee machine in Old Spike.. but it’s pretty expensive.. absolutely worth the price though ! I love it !”</p>	<p>“I tend to buy rather popular brands because it's just easier in everyday life ... you know like.. from the supermarket that’s just few steps away from my house”</p> <p>“I think that the 'no name' fair trade brand that imports coffee from a plantation in Colombia will be much better than the coffee from hmm... for example... an unknown source produced in the States on a mass scale..”</p>

DIFFERENT FLAVOURS [DF]	[NPO-DF]	<p>“That would be interesting (LAUGH) so yeah, sure...to experiment a bit.. just out of curiosity...However, I am not sure if I could sort of... incorporate it into my everyday life.”</p>	<p>“Different flavours ? errrmm... no not really, its not for me, I am not a Starbucks type of girl (LAUGHS) I don't like to experiment with the taste that much... and maybe that's why I drink classic espresso as I told you before”</p>
DIFFERENT BREWING [DB]	[NPO-DB]	<p>“I love coffee prepared pour-over method for example...My flatmate makes it all the time, Well... the thing is... it takes so much time! I'm afraid I would get bored and tired of it after a few times (LAUGH) so I'm afraid it's not for me”</p>	<p>“There are so many interesting ways to make coffee nowadays such as that... can't remember the name (pause)...drip brewing.. emm, I don't know the professional name for it, but I have seen it in one café... (pauses) ah ! and the one that you press.. it looks good, I could consider buying one of those little pots to make such at home, looks very simple... perfect for me”</p>
PREPARATION CONVENIENCE [PC]	[NPO-PC]	<p>“I like to experiment so I guess I could actually try it (pause)... and especially if it really is a quicker way to make coffee...”</p>	<p>“I wouldn't want anything too fancy and time consuming for myself honestly”</p>
TRUST [TR]	[NPO-TR]	<p>“The waste that coffee pods produce...” “I don't think it can be better than coffee beans...” “Let's say eerm.. drinking such coffee 3 times a day for 30 days, it's like.. 90 empty pods each month... crazy!”</p>	<p>“so, when I see beans for example.. I know it is a natural product... the taste will be intense (..) but coffee pods..hmm.. it reminds me of an instant coffee, a processed one....” [organic, bio coffee pods]” it's some assurance of a better quality I guess...at least I'd trust it a bit more...”</p>

6.4 Participant Consent Form

6.5 Participant Information Sheet

Research Participant Information Sheet

Title of Project: MARK5069 Individual Assignment – Coffee pods and coffee products consumption, attitudes and preferences

VERSION: 1

Name of Researcher(s):

Invitation paragraph

You have been invited to take part in a research study. Before you decide whether to take part it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with friends and relatives if you wish to. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether you wish to take part or not. Thank you for reading this.

What is the research about?

The research project you are invited to participate in, is part of a module assignment, as part of my MSc studies and De Montfort University, Leicester.

What does the study / participation involve?

You are invited to participate in an interview that will last no more than 60 minutes. The interview will take place on DMU campus. A series of questions on coffee pods and coffee consumption will be asked, in order for us to discuss on this, and you are kindly requested to share your thoughts, opinions, attitudes and perceptions (towards coffee drinking) with me.

Your participation is entirely voluntary, and you can withdraw at any stage during the interview, without providing any reason. For minimising any inconvenience caused with the submission of the assignment, any data provided cannot be withdrawn once the interview is finished. By participating in the interview, you consent on that understanding.

For data analysis purposes, and for maximising the detail and depth of the analysis of your responses, the interview will be audio-recorded, with the use of a digital voice recorder.

All your responses will remain anonymous and will only be used for generating aggregated/summarised conclusions. None of your responses will identify you as the person who provided them. All data will be kept in a password protected drive. Your responses will only be shared (in an anonymised form), with the Module Leader, Dr Georgios Tsimonis.

A consent form will be provided separately.

Who is doing the research?

/ Student / Strategic and Digital Marketing MSc.

If you have any concerns about this research, for any reason and at any time, you may contact my supervisor Dr Georgios Tsimonis. His contact details are : Dr Georgios Tsimonis, email: georgios.tsimonis@dmu.ac.uk, phone: 116 257 7930

Who is funding the research?

There is no external funding, for this research project.

Why have I been chosen?

You have been selected based on the non-probability purposive sampling method, which assumes the selection of participants who can meet the profile of a person providing valuable insights on the subject of this study due to specific experiences and characteristics. You are among two participants studied for the purpose of this research.

Do I have to take part?

It is up to you to decide whether or not to take part. If you do decide to take part you will be given this information sheet to keep and be asked to sign a consent form. If you decide to take part you are still free to withdraw at any time during the interview and without giving a reason.

I am interested in taking part, what do I do next?

In order to express your willingness to take part in the study, please contact me via e-mail : or over the phone:

What if I agree to take part and then change my mind?

You can withdraw from the study during the interview, without giving a reason. Any data collected up to the point of your withdrawal will be deleted.

For minimising any inconvenience caused with the submission of the assignment, any data provided cannot be withdrawn once the interview is finished. By participating in the interview, you consent on that understanding.

What happens to the information I provide?

- a) All your responses will be used to produce aggregated (summarised) conclusions.
- b) All data will be stored in a password protected device. Only the researcher will have access to this device. Your responses will be presented in the assignment in a totally anonymous and generalised format.
- c) A copy of your responses can be made available to you, upon your request. If you want a copy of your data, please e-mail me on:

Will my taking part in this study be kept confidential?

All information which is collected about you during the course of the research will be kept on a password protected database and is strictly confidential. You will be given an ID code which will be used instead of your name. Any identifiable information you may give will be removed and anonymised.

Your data will be deleted/destroyed, after the successful completion of this assignment. Please note that the module leader and supervisor, Dr Georgios Tsimonis will also have access to the data and that members of the faculty human research ethics committee may require access to check that the study has been conducted in accordance with the approval.

You should also be aware that I may be duty bound to pass on information that you provide that reveals harm has occurred to a child or other vulnerable individual.

Will anyone know that I am taking part?

If you tell me that a criminal offence has, or may have been, committed, I have a duty to pass that information onto the police. Only in those circumstances would I have to reveal your identity.

What will happen to the results of the research study?

All your responses will be used in a report for the module assignment. Should you wish to get a copy of the findings, please email me:

What are the possible advantages and disadvantages of taking part?

Your participation in this research project is highly appreciated, and we believe that this will be an interesting experience for you. You will have the opportunity to participate in a real-world market research study, and express your views and opinions on coffee consumption. You will also be part of my MSc studies and will have played an important role in obtaining my degree, which is much appreciated.

On the contrary, giving up your personal time is the only requirement by your side, however, this experience will be one to remember!

If for any reason, any of the interview questions cause any upset or raise emotive issues, then the interview will immediately be stopped and we will have a break.

What are the possible benefits of taking part?

Describe possible benefits. These might include direct benefit to participants, or may not benefit participant personally but will provide information, which will inform debate or can be used to seek funding for more research.

What if something goes wrong?

If you are harmed by taking part in this research project, there are no special compensation arrangements. If you are harmed due to someone's negligence, then you may have grounds for a legal action but you may have to pay for it. Regardless of this, if you wish to complain, or have any concerns about any aspect of the way you have been approached or treated during the course of this study, the normal University complaints mechanisms should be available to you.

Who can I complain to?

If you have a complaint regarding anything to do with this study, you can initially approach the lead investigator, Dr Georgios Tsimonis on. If this achieves no satisfactory outcome, you should then contact the Administrator for the Faculty Research Ethics Committee, Research & Innovation Office, Faculty of Business and Law, De Montfort University, The Gateway, Leicester, LE1 9BH or BALResearchEthics@dmu.ac.uk

Who has reviewed the study?

This study has been reviewed and approved by De Montfort University, Faculty of Business and Law Research Ethics Committee.

Contact for Further Information

Should you wish to receive further information, do not hesitate to contact me or my supervisor:

Dr Georgios Tsimonis: georgios.tsimonis@dmu.ac.uk, phone: 116 257 7930

Thank you for taking part in the study!