

DRAFT 1

Section 1: Demographics

1. What is your gender?
 - Male
 - Female
 - Prefer not to say
2. What is your age range?
 - Below 18 years old
 - 18 - 22 years old
 - 23 - 27 years old
 - 28 - 32 years
 - 33 - 37 years old
 - 38 - 42 years old
 - 43 - 47 years old
 - 48 - 52 years old
 - Above 52 years old
3. What is your occupation?
4. What is your annual income range?

Section 2: General Questions

5. Have you purchased any eco-friendly products before?
 - Yes
 - No
6. If yes, which eco-friendly product(s) have you bought before?

7. Continue from the question above, have any of the purchased products brought you any disadvantages before?

8. If no, what are the following reasons that stop you from buying them?
 - Never pay any attention to eco-friendly products before
 - Product designs does not attract me
 - Eco-friendly products are usually more expensive
 - Others: _____

9. How often do you use eco-friendly products in your daily life?
- Always
 - Sometimes
 - Seldom
 - Never
10. On a scale of 1-5, what is your level of interest towards using eco-friendly products?
1 - Least interested ; 5 - Most interested

Section 3: Specific Questions

11. Will you consider buying a bamboo cup ?
- Yes
 - No
12. If yes, which features attracted you the most?
- Sustainable
 - Biodegradable
 - Aesthetic
 - Other: _____
13. If no, which of the following is the reason?
- Not worth the price
 - Prefer cups made of other materials (e.g. glass, ceramic,...)
 - Lack of features
 - Other: _____
14. How much are you willing to pay for a bamboo cup?
- ≤ RM10
 - RM11 - RM20
 - RM21 - RM30
 - RM31 - RM40
 - RM41 - RM50
 - ≥ RM51
15. On a scale of 5, how likely will you recommend others to buy bamboo cups?
1 - Most unlikely ; 5 - Most likely
16. On a scale of 1-5, how would you rate your interest in customisable engravings bamboo cups?
1 - Least interested ; 5 - Most interested
17. How can we improve our product (bamboo cups) to better fulfil your needs?

- More size options
- More variety of colours
- Others: _____

DRAFT 2 (FINAL SURVEY QUESTIONS)

Section 1: Demographics

1. What is your gender?
 - Male
 - Female
 - Prefer not to say

2. What is your age range?
 - Below 18 years old
 - 18 - 22 years old
 - 23 - 27 years old
 - 28 - 32 years old
 - 33 - 37 years old
 - 38 - 42 years old
 - 43 - 47 years old
 - 48 - 52 years old
 - Above 52 years old

3. What is your occupation?

4. What is your monthly income range?
 - Unemployed
 - RM 0 - RM 1,499
 - RM 1,500- RM 2,999
 - RM 3,000 - RM 6,999
 - RM 7,000 - RM 11,999
 - RM 12,000 - RM 18,999
 - More than RM 19,000

Section 2: General Questions

5. Have you purchased any eco-friendly products before?
 - Yes
 - No

6. If yes, which eco-friendly product(s) have you bought before?

7. Continue from the question above, have any of the purchased products brought you any disadvantages before?
- _____
8. If no, what are the following reasons that stop you from buying them?
- Never pay any attention to eco-friendly products before
 - Product designs does not attract me
 - Eco-friendly products are usually more expensive
 - Others: _____
9. How often do you use eco-friendly products in your daily life?
- Always
 - Sometimes
 - Seldom
 - Never
10. On a scale of 1-5, what is your level of interest towards using eco-friendly products?
- 1 - Least interested ; 5 - Most interested

Section 3: Specific Questions

11. Have you used reusable cups before?
- Yes
 - No
12. What types of beverages do you primarily use a reusable cup for? (Select all that apply)
- Coffee
 - Tea
 - Water
 - Soft drinks
 - Smoothies
 - Others: _____
13. Will you consider buying a bamboo cup?
- Yes
 - No
14. What are the factors that would influence you if you were to buy a bamboo cup? (Select all that apply)
- Price
 - Design
 - Durability

- Environmental impact
- Health and Safety

15. If no, which of the following is the reason?

- Not worth the price
- Prefer cups made of other materials (e.g. glass, ceramic,...)
- Lack of features, such as heat preservation
- Other: _____

16. What are the factors that would influence you if you were to buy a bamboo cup?

(Select all that apply)

- Price
- Design
- Durability
- Environmental impact

17. How much are you willing to pay for a bamboo cup?

- $\leq$ RM10
- RM11 - RM20
- RM21 - RM30
- RM31 - RM40
- RM41 - RM50
- RM51 - RM60
- $\geq$ RM61

18. On a scale of 5, how likely will you recommend others to buy bamboo cups?

1 - Most unlikely ; 5 - Most likely

19. On a scale of 1-5, how would you rate your interest in customisable bamboo cups?

1 - Least interested ; 5 - Most interested

Survey Analysis

63 responses

1. What is your gender?

63 responses

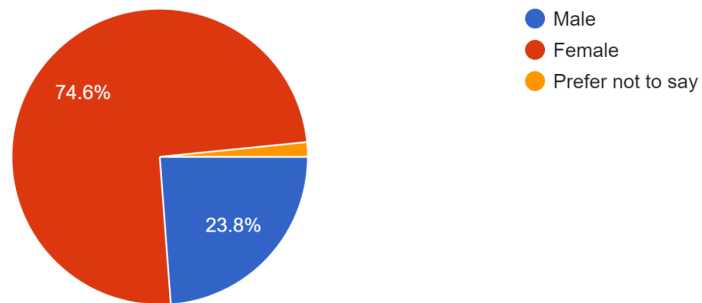


Fig 1.1

- 47 female
- 15 male
- 1 prefer not to say

2. What is your age range?

63 responses

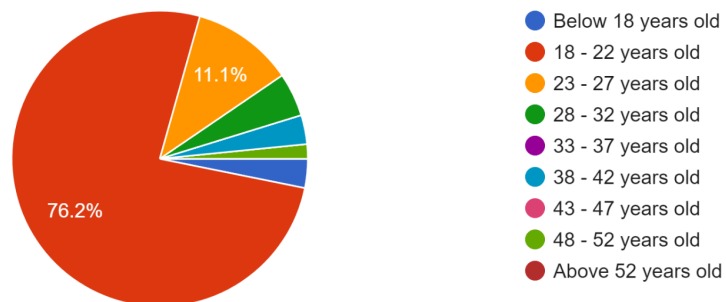


Fig 1.2

- Range 18-22: 48 respondents
- Range 23-27: 7 respondents
- Range 28-32: 3 respondents
- Range 38-42: 2 respondents
- Range 48-52: 1 respondents
- Below 18: 2 respondents

3. What is your occupation?

63 responses



Fig 1.3

- 50 Students
- 2 Housewives
- 1 Graphic designer
- 1 Freelance graphic designer
- 1 Auditor
- 1 Chemtech
- 1 Consultant
- 1 Marketing executive
- 1 Retail sales advisor
- 1 Self employed
- 1 Solution engineer
- 1 I don't know
- 1 working

4. What is your monthly income range?

63 responses

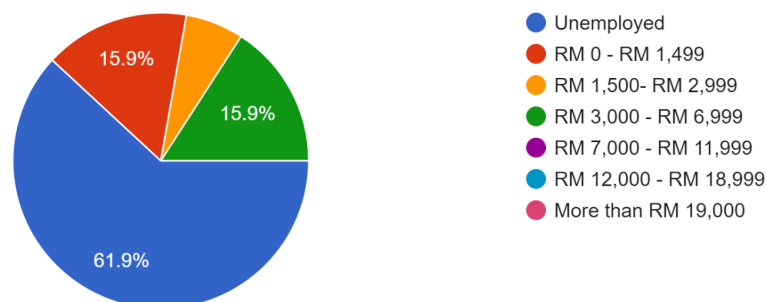


Fig 1.4

- 39 respondents are unemployed
- 10 respondents' monthly income range around RM 0 - RM 1499
- 10 respondents' monthly income range around RM 1500 - RM 2999
- 4 respondents' monthly income range around RM 3000 - RM 6999
- Majority of the respondents are low to mid income ranged

5. Have you purchased any eco-friendly products before?

63 responses

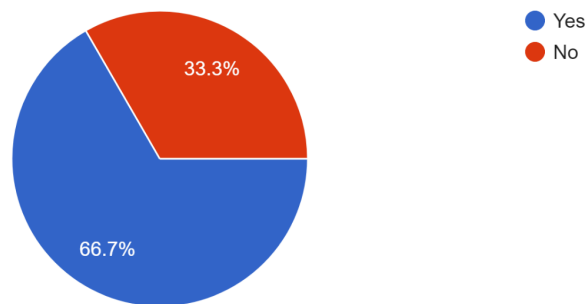


Fig 2.1

- 42 respondents said yes
- 21 respondents said no

6. If yes, which eco-friendly product(s) have you bought before?

tupperware and chopsticks

Food container like Tupperware

stainless steel tumbler

Glass Straws, reusable bags

Wooden chopsticks

Metal Straw

Metal Straws

cosmetics

Love Beauty and Planet shampoo and conditioner

Container

stainless steel straw

Glass water bottle

Soap bar

Bag

Notebooks, plant-based meats and other things I cannot remember right now

A lot of kitchen utensils such as sponges, cutting boards, knives, spoons, toothbrushes, etc.

Reusable grocery bags

Straw, plastic

tote bag

Beauty products

Ocean friendly sunscreen, recycle bags for grocery

Reusable bag, reusable cup, reusable straw

Reusable shopping bags

Shampoo

ecobag

Recycle bag

straw

Pasta Straw & Paper Straw

Reusable straw

Reusable Shopping Bag

Eco-friendly cleaning products

Cutlery, straw, bags

Reusable Bag for Grocery, Tiffin/Food Container, Tumblr Bottle, Table Cloth,

Metal straws

Stainless steel straw,

Recyclable bag, reusable straws

Reusable straws

Totebags, steel straw, steel water bottle,

Soap (body wash)

Tote bag

Shampoo, body wash, soap bars

Glass straw

Fig 2.2

- Reusable straw (stainless steel & glass)
- reusable bags
- eco-friendly toiletries (shampoo, body wash, conditioner, etc)
- food container

- utensils & cutlery
- Bottle
- beauty & cosmetic products

7. Continue from the question above, have any of the purchased products brought you any disadvantages before?

No

Nope

no

Yes

Yes, after using it for a long time, it will start growing fungi

yes, when i use the Tupperware to store oily foods, and it cant be clean thoroughly, still feels oily after cleaning

for now no because it is portable and allow me to bring out

Nope, although it's a bit hard to clean the straw if you don't have the brush

I just don't use it anymore and leave it at home, might as well just not use straw outside if they don't give out plastic straws

Functional difficulty

nope, never

stainless steel straws are sometimes hard to clean

Have to be very careful to not break the glass water bottle

Not at all

No, in fact they gave advantages!!

Most of them

Expensive

No because it is convenient to bring especially when going supermarket

Yes, sometimes they are more fragile and not durable

It is relatively more expensive than usual products

Reusable straws: difficulty cleaning

No, but it feels a bit different and weird when I used it for the first time. But as I get used to it, it's fine now.

So far no

The only problem is you have to use it very carefully

Fig 2.3

9 respondents answered that they did not find any disadvantages when using the products, while some mentioned that it will be slightly difficult to clean the products, due to the lack of the correct tools. Moreover, one of the respondents also mentioned that the product that they bought will start to grow fungi after some time of using it. Some of the respondents also mentioned that they have to be extra careful as to not break their products as some of them are quite fragile, such as glass made water bottles. Furthermore, there are also some respondents that mentioned that they felt that the products are expensive. Besides that, there is also one respondent that said that they often forget to bring their products whenever they are outside, and after some time, they completely forgot about it.

8. If no, what are the following reasons that stop you from buying them?

21 responses

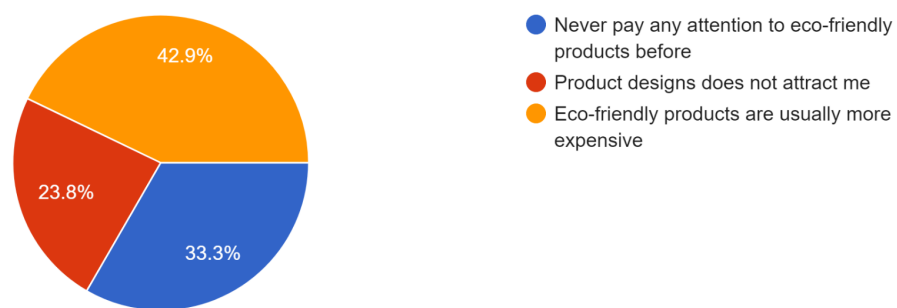


Fig 2.4

- 9 respondents said that eco-friendly products are usually more expensive
- 7 respondents said that they didn't pay any attention to these products before
- 5 respondents mentioned that eco-friendly products' designs does not attract them

9. How often do you use eco-friendly products in your daily life?

63 responses

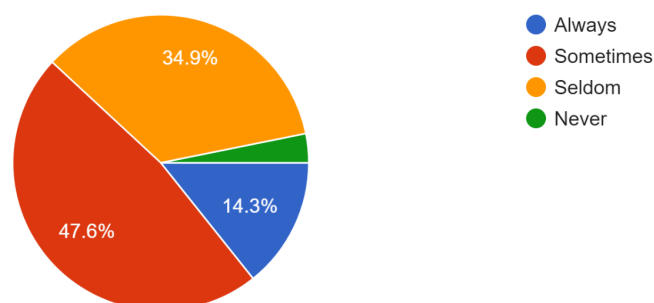


Fig 2.5

- Sometimes: 30 respondents
- Seldom: 22 respondents

- Always: 9 respondents
- Never: 2 respondents

10. On a scale of 1-5, what is your level of interest towards using eco-friendly products?

63 responses

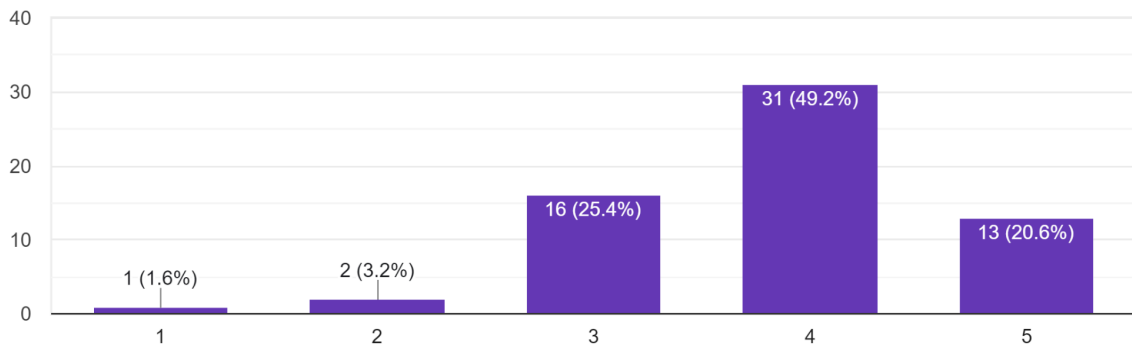


Fig 2.6

31 of the respondents rated 4 out of 5, they are interested towards using eco-friendly products, while 16 of them rated 3. There are 13 respondents who rated 5, which indicates that they are highly interested in using eco-friendly products. Moreover, 2 respondents rated 2, and 1 of them rated 1 out of 5, they are not very interested in using eco-friendly products.

11. Have you used reusable cups before?

63 responses

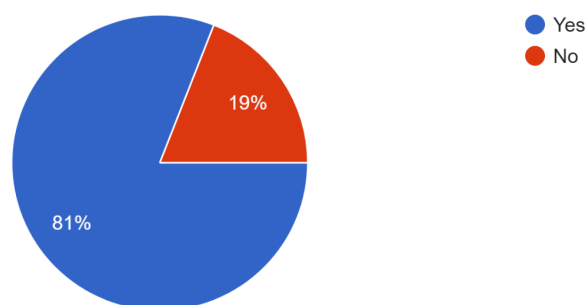


Fig 3.1

- 51 respondents have used reusable cups before
- 12 respondents have not used reusable cups before

12. What types of beverages do you primarily use a reusable cup for? (Select all that apply)

51 responses

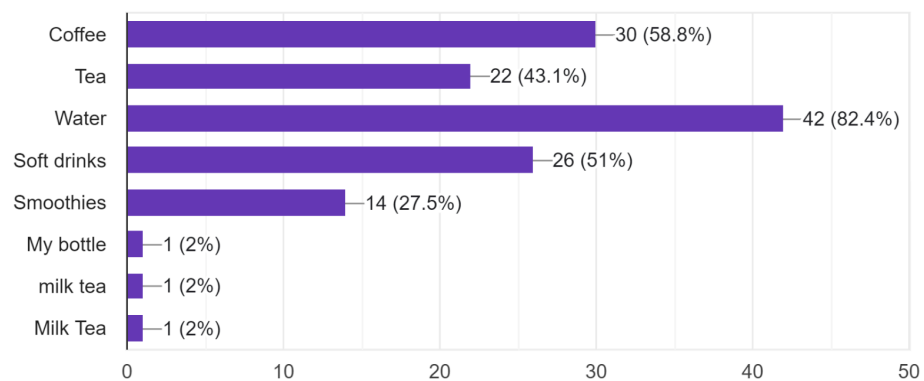


Fig 3.2

Majority of the respondents answered water as it is their daily necessity while the second highest answer is coffee. (Most of the respondents are either working or students, and thus needed coffee to help give them some energy). 26 respondents also answered that they used the cups to fill soft drinks, while 22 respondents answered that they usually used the cups to fill tea.

13. Will you consider buying a bamboo cup?

63 responses

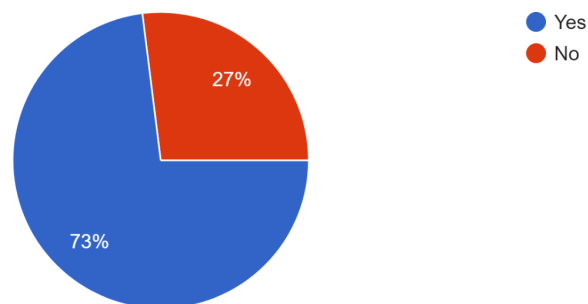


Fig 3.3

46 respondents answered yes, that they will consider buying a bamboo cup while 17 respondents answered no.

14. If no, which of the following is the reason?

17 responses

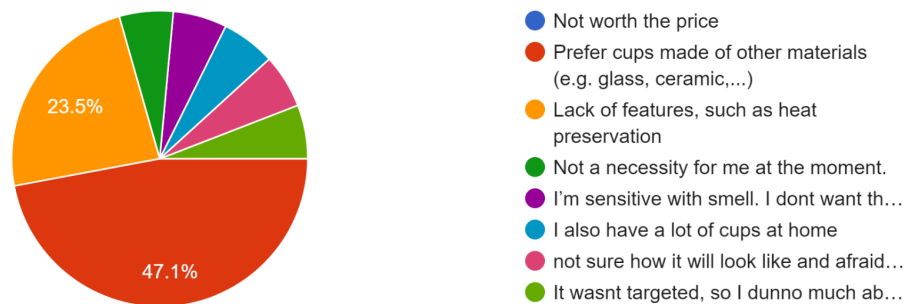


Fig 3.4

There are 17 responses for question 14. 8 of the respondents answered that they prefer cups made of other materials, such as glass and ceramic. This is because bamboo cups are not widely exposed to Malaysians according to market research, thus bamboo cups might not be their first choice. Besides, 4 respondents think that the features of bamboo cups are lacking, (so bamboo cups do not stand out much compared to other cups in the market). There are also 2 respondents who mentioned that it is not necessary for them to buy bamboo cups, (as the previous question is too general). 2 of the respondents are concerned about the smell and taste of bamboo cups, which leads them to not consider buying bamboo cups. Lastly, only 1 respondent is not sure about bamboo cups, as he or she lacks consciousness about them.

15. What are the factors that would influence you IF you were to buy a bamboo cup? (Select all that apply)

63 responses

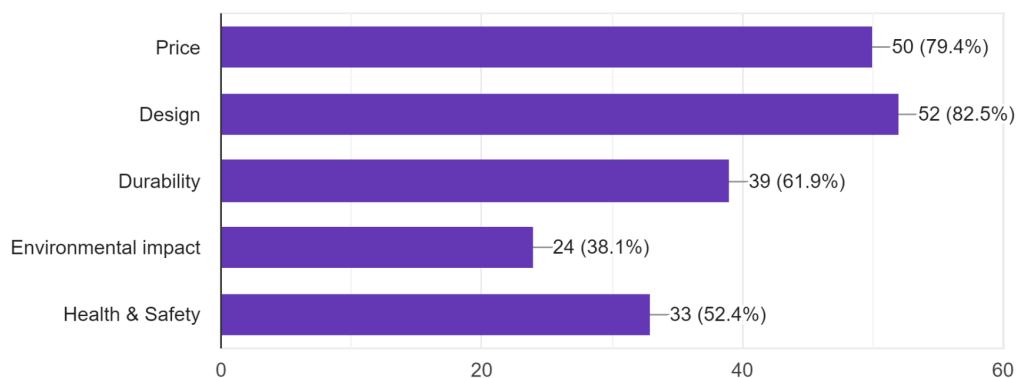


Fig 3.5

Statistics from Fig 3.5 shows that the aesthetics of the bamboo cups will affect consumers' decision on buying it. The second factor that will influence them is the price of the bamboo cups, however, the statistical differences between choosing design and price is not big. The third highest factor that will influence consumers is the durability of the cup while 33 respondents think that health and safety will affect their choice when purchasing a bamboo cup. Lastly, only 24 respondents think that environmental impact will affect their choice when buying a bamboo cup as it is not the first thing that comes into their mind. (might need to raise awareness?)

16. How much are you willing to pay for a bamboo cup?

63 responses

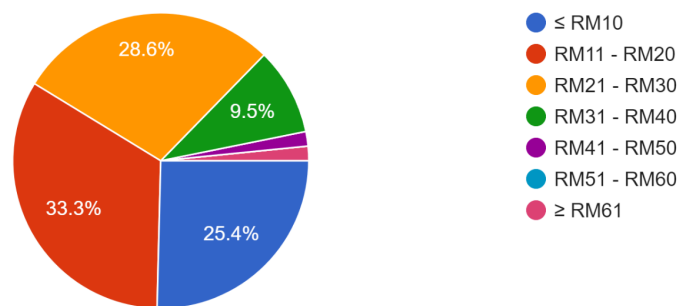


Fig 3.6

- Range RM10 and below: 16
- Range RM11 - RM20: 21
- Range RM21 - RM30: 18
- Range RM31 - RM40: 6
- Range RM41 - RM50: 1
- RM61 and above: 1

17. On a scale of 5, how likely will you recommend others to buy bamboo cups?

63 responses

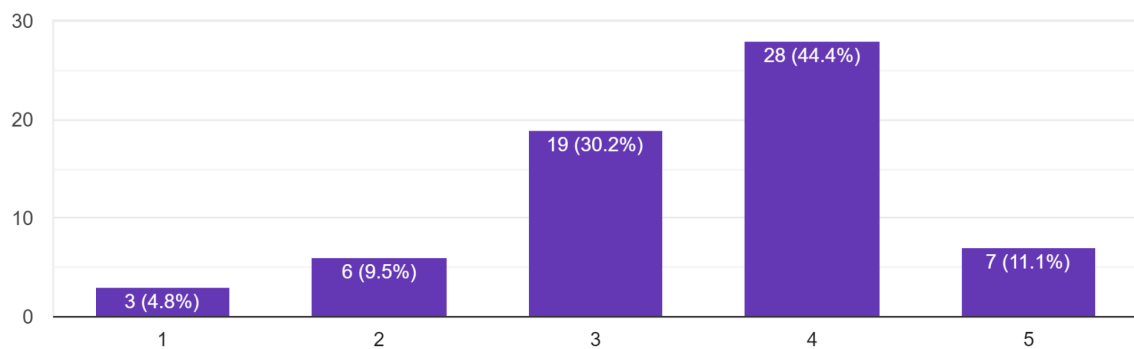


Fig 3.7

28 respondents rate 4 out of 5 that they will recommend others to buy bamboo cups while 19 out of 63 respondents rated 3 out of 5. Furthermore, 7 out of 63 respondents rated 5 out of 5 that they will recommend others to buy bamboo cups. Moreover, 6 respondents rated 2 out of 5, and 3 respondents rated 1 out of 5, which means they are unlikely to recommend others to buy bamboo cups.

18. On a scale of 1-5, how would you rate your interest in customizable bamboo cups?

63 responses

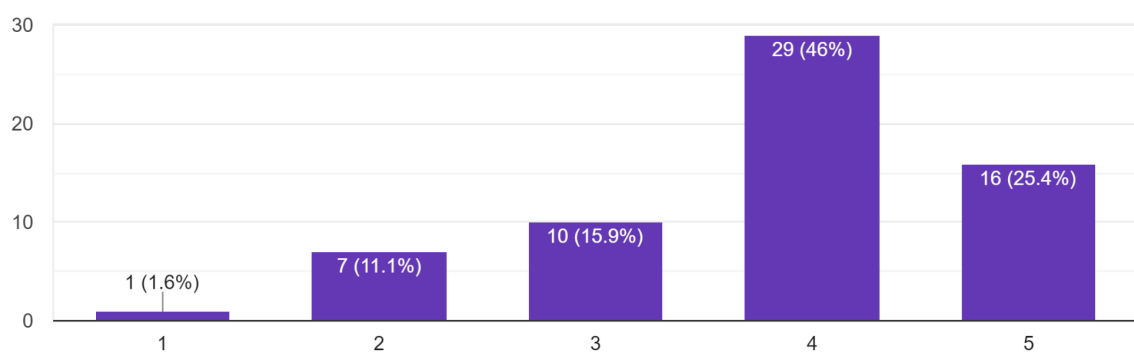


Fig 3.8

Based on the bar chart, the majority of the respondents are interested in customizable bamboo cups as the customizable cups are personalised and unique. Furthermore, 10 out of 63 respondents feel neutral towards customizable bamboo cups as they might feel that it does not affect them much. While 8 out of 63 respondents show a lack of interest in customizable bamboo cups.