Interviewee’s Name: (nickname should be all right)

Age:

Occupation:

**A. This section is the general perception of participants about McDonald.**

1. How do you know about McDonald’s? By which ways?
2. How do you think about McDonald’s? Like/Dislike? Why?
3. How often do you go to McDonald’s? Why?
4. What attract you to go to McDonald’s?
5. (Pricing)How do you think about the price of McDonald’s products?
6. (Environment and service quality)How do you think about the environment and service quality of McDonald’s?

**B. This section is about the comparison between McDonald’s and other brands.**

1. What is your favourite fast food brand? Why?
2. If the brand is McDonald’s. What is the advantages/disadvantages? If the brand is not McDonald’s. What is the advantages/ disadvantages of that brand?
3. What factors can affect your choice regarding to the fast food brand?

**C. This section is about the brand image of McDonald’s.**

1. As the health consumption become more popular, how do you think about ‘fast food’?
2. How can McDonald’s encourage you to purchase their products?
3. From your opinion, which is the most important part of McDonald’s brand image?
4. How can McDonald’s improve their brand image in UK market? Do you have any suggestions? Can you provide more information?

**Thank you for your cooperation! :)**