

# Consumer Questionnaire

Summary: The tool kit is about the consumer who consumes milk. The tool kit is divided into three parts which is loose milk, packaged milk and loose milk.

Tag: Consumer; Dairy; Milk; Consumption; Loose milk; Price; Adulterated; Milk product; Ghee; Ice cream; Brand

Date: \_\_ / \_\_ / \_\_

Serial Number: \_\_\_\_\_

Name: .....

Age:

.....

Address: .....

Phone:

.....

Block: .....

Town/ City: .....

## Details of family members

A) Children      Age group (0-12 Yrs.)      no. (.....)

B) Teen Ager      Age group (13-19 Yrs.)      no. (.....)

C) Adult      Age group (20-59 Yrs.)      no. (.....)

D) Old      Age group (>60 Yrs.)      no. (.....)

Earning members of the family .....

Monthly income of the family Rs.....

How many liters of milk does your family consume in a day? .....

During festivals how many more litres of milk do you consume .....

Total amount spent on milk per month.....

a) Rs. <300      b) Rs. 300-600      c) Rs. 600-900d) Rs. 900-1,200

b) Rs. > 1200 (Specify Please Rs. / month.....)

What type of milk do you use?

- a) Loose
- b) B. Packaged

## If loose Milk

1. Price of loose milk.....Rs./ litre
2. A - Please mention the purchase point for the milk:
  - a) Dealer's point    b) Shop    c) Dairy Booth    d) Home deliveryB - In future from where would you like to buy milk?
  - a) Dealer's point    b) Shop    c) Dairy Booth    d) Home Delivery
3. If loose milk provided directly by dairy, would you like to buy?
  - a) Yes    b) No
4. Reason of using loose milk
  - a) Low price    b) Tasty    c) Unadulterated
  - d) Home delivery    e) Measurement is done in front    f) Unskimmed milk
  - g) Credit facility    h) Freshness    i) Any Other.....
5. Reason for not using packaged milk (if not at all using packaged milk)
  - a) Not accessible    b) Adulterated
  - c) High Price    d) Not natural
  - e) Not fresh    f) Cannot take according to own measurement (because of Std. pack sizes)
  - g) Skimmed    i) Low quality
  - h) Spoiled    k) Not good for children
  - j) No door delivery
  - l) Any other.....

6. When will you use packaged milk (rank from 1 – 7, where 1 represents the highest value of rank)

- A) Low price ..... B) Good quality..... C) Fresh..... D) Good color.....  
 E) Taste ..... F) Good smell ..... G) Good packaging .....

## If Packaged

7. Please mention the purchase point for the packaged milk:

- a) Dealer's point      b) Shop      c) Dairy Booth      d) Home delivery

8. In future from where would you like to buy milk?

- a) Dealer's point      b) Shop      c) Dairy Booth      d) Home Delivery

9. Which brand of milk are you using?

- a) Priya                      e) Jersey                      i) Ruchi                      m) Swakrushi  
 b) Vijaya                      f) Tirumala                      j) Telangana                      n) Other.....  
 c) Nagarjuna                      g) Reliance (agri gold)                      k) Vardanapeth  
 d) Madhu                      h) Dodla                      l) Vaishnavi

10. Since how many years are you using this brand of milk? .....

11. Reasons for consuming above mentioned brand of milk. Rank them as follows:

- a) Very Good +2      b) Good +1      c) Average 0      d) Bad -1      e) Very Bad-2

#	Reason	Consuming Brand	Not consuming Other Brand/ Brands
1.	Quality		
2.	Taste		

3.	Spoilage		
4.	Smell		
5.	Freshness		
6.	Color		
7.	Price		
8.	Availability on time		
9.	Home Delivery (If applicable)		
10.	Behavior of milk boy (If applicable)		
11.	Packing material		
12.	Packing Attraction		
13.	Accessibility		

12. Which type of milk are you buying?

- a) Toned    b) Double toned    c) Whole milkd) UHT milk

13. Which size of packet do you buy?

- a) 200 ml    b) 500 ml    c) 1 liter    d) Other

## Questions For Both/ Either Loose And Packaged Milk

14. How many times do you buy milk in a day?

- A) 1 Time    B) 2 Times    C) 1 Times/ 2 Day

15. Time of buying milk

- a. 5am - 8 am    B) 8am - 5 pm    C) 5pm - 8 pm

16. The purpose of using milk (rank from 1 – 5, where 1 represents the highest value of rank)

- A) Coffee/ Tea ----    B) Ghee making-----    C) For Curd making-----

D) For Sweets----- E) For drinking -----

17. For how many days do you pay the bill

A) Advance

i. 1 Week

ii. 15 Days

iii. 1 Month

B) Cash

i. Daily

C) Credit

i. 1 Week

ii. 15 Days

iii. 1 Month

18. When there is door delivery, type of payment

A) Fixed charges

C) Charges litre wise

B) Charge on no. of packets

D) Free delivery

19. What do you do when price increases?

a) Change in brand

b) Change in type of milk

c) Decrease in purchase of amount of milk

d) Don't do anything

20. From where do you get information regarding milk/ who influences your purchase decision?

A) Media

i. T.V.

ii. News Paper

iii. Cinema

iv. Radio

v. Hoardings

vi. Advertisements on Bus

vii. Pamphlets

viii. Wall painting

B) Word of Mouth

C) Agents/ Sales Man (Company)

D) Any

other.....

21. Which news paper do you read .....

## If a new brand of packaged milk is launched in the market

22. Are you willing to buy the new brand?

A. Yes

B. No

23. If no, specify the reason

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24. If yes, what are the attributes you are looking for in the new brand rank from 1 – 8, where 1 represents the highest value of rank)

a) Good quality .....

f) Color .....

b) Fat % .....

g) Packaging .....

c) Home delivery .....

h) Availability on time

d) Credit facility .....

.....

e) Freshness .....

25. Are you willing to pay any premium price

a) Yes

b) No

26. What is the per litre price you will pay for the new brand? .....

## Milk Products

27. Buying behavior for milk products (rank from 1 – 5, where 1 represents the highest value of rank)

#	Milk Products	Rank	Consumption on Daily/ Weekly/ Bimonthly/ Monthly Basis	Season of Purchase	Average quantity consumed per day	Most preferable purchase point
1	Butter Milk					
2	Cream					
3	Curd					
4	Khoa					
5	Paneer					

Code for Purchase Point:

- A. Dealer's point      B. Shop      C. Dairy Booth      D. Home delivery

28. Please rank the brand (1-5, where 1 represents the highest value of rank) of the milk and milk products in order of preference:

Brand	Milk	Butter Milk	Cream	Curd	Paneer	Ice Cream	Ghee
Priya							
Jersey							
Ruchi							
Vijaya							
Swakrushi							
Tirumala							
Nagarjuna							
Telangana							
Dodla							

Reliance (Agri Gold)							
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## Future Potential For Ghee Making

1. What is the average quantity of ghee you consume monthly?

(Kg/month).....

a) At what price do you purchase ghee? (Rs. /Kg).....

b) What kind of ghee do you purchase?

	Packaged	Loose	Purchase Point
Branded			
Unbranded			

Code for Purchase Point:

- A. Dealer's point      B. Shop      C. Dairy Booth      D. Home delivery

2. Are you satisfied with the usage of this type of ghee?

- a) Yes                      b) No

If yes, reasons for satisfaction.

- a) Good for health                      b) Fat Content                      c) Colour  
d) Smell                                      e) Packaging                              f) Brand  
g) Reference from neighbor/ friends      h) Reference from shopkeeper  
i) Any other.....

3. If no, are you willing to shift to another type of ghee?

- a. Yes                                      b. No

If yes, factors for shifting to another type of ghee?



- a. Available at a distant market
- b. Non affordable
- c. Not matching the quality expectations
- d. Shorter shelf life
- e. Taste is not good.
- f. Any other

4. What is the maximum premium, you can pay for the ghee? (Rs. /Kg)

## Future Potential For Ice Cream Making

1. What kind of ice cream do you purchase?

#	Ice Cream Flavours	Rank	Consumption on Daily/ Weekly/ Bimonthly/ Monthly Basis	Season of Purchase	Average quantity consumed per day	Major Brands
1	Butter Scotch					
2	Vanila					
3	Strawberry					
4	Chocolate					
5	Mango					
6	Tuti Frutti					
7	Any other					

Code for Purchase Point:

- A. Dealer’s point      B. Shop      C. Dairy Booth      D. Home delivery

2. Are you satisfied with the usage of this type of ice cream?

- a. Yes      b. No

3. If yes, reasons for satisfaction.

- a) Flavor
- b) Packaging
- f) Brand
- g) Reference from neighbor/ friends
- h) Reference from shopkeeper
- i) Taste
- j) Smell
- k) Any other.....

If no, are you willing to shift to new brand of ice cream?

- a. Yes
- b. No

If yes, factors for shifting to a new brand of ice cream?

- a. Available at a distant market
- b. Non affordable
- c. Not matching the quality expectations
- d. Shorter shelf life
- e. Taste is not good
- f. Any other

4. What is the maximum premium, you can pay for the new brand of ice cream?  
(Rs. /Kg)