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. 600-900  d) 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 delivery
   B - 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  h) Spoiled  i) Low quality
   j) No door delivery  k) Not good for children
   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 .......... 

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

<table>
<thead>
<tr>
<th>#</th>
<th>Reason</th>
<th>Consuming Brand</th>
<th>Not consuming Other Brand/ Brands</th>
</tr>
</thead>
</table>
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 milk   d) 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
17. For how many days do you pay the bill

A) Advance  B) Cash  C) Credit
i. 1 Week  i. Daily  i. 1 Week
ii. 15 Days  ii. 15 Days
iii. 1 Month  iii. 1 Month

18. When there is door delivery, type of payment

A) Fixed charges  B) Charge on no. of packets  
C) Charges litre wise  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.  v. Hoardings
   ii. News Paper  vi. Advertisements on Bus
   iii. Cinema  vii. Pamphlets
   iv. Radio  viii. Wall painting

B) Word of Mouth  C) Agents/ Sales Man (Company)  D) Any other

21. Which newspaper 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

_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________

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

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

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:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Milk</th>
<th>Butter Milk</th>
<th>Cream</th>
<th>Curd</th>
<th>Paneer</th>
<th>Ice Cream</th>
<th>Ghee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priya</td>
<td></td>
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<tr>
<td>Jersey</td>
<td></td>
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<td></td>
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<tr>
<td>Ruchi</td>
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<td></td>
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<tr>
<td>Vijaya</td>
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<td></td>
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<tr>
<td>Swakrushi</td>
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<td></td>
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<tr>
<td>Tirumala</td>
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<tr>
<td>Nagarjuna</td>
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<tr>
<td>Telangana</td>
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<td></td>
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<tr>
<td>Dodla</td>
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</tr>
</tbody>
</table>
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?

<table>
<thead>
<tr>
<th></th>
<th>Packaged</th>
<th>Loose</th>
<th>Purchase Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branded</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unbranded</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>#</th>
<th>Ice Cream Flavours</th>
<th>Rank</th>
<th>Consumption on Daily/ Weekly/ Bimonthly/ Monthly Basis</th>
<th>Season of Purchase</th>
<th>Average quantity consumed per day</th>
<th>Major Brands</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Butter Scotch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Vanilla</td>
<td></td>
<td></td>
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<tr>
<td>3</td>
<td>Strawberry</td>
<td></td>
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<tr>
<td>4</td>
<td>Chocolate</td>
<td></td>
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<tr>
<td>5</td>
<td>Mango</td>
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<tr>
<td>6</td>
<td>Tuti Frutti</td>
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<tr>
<td>7</td>
<td>Any other</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

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)