

Market Survey for Dairy Project-Household Questionnaire at Village Level

Summary: The tool kit is about the household at the village level. It covers questions related to unpacked as well as packed milk. It even covers question about the change in trend of selling at the time of festival season.

Tag: House hold; Unpacked milk; Packed milk; Festival

Household's Identification Name: _____ Address: _____ Village /City: _____ Ward No.: _____	Question Code: _____ Investigators Name: _____ Date: ___/___/___
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1. Category of respondent

A) SC B) ST C) BC D) OC

2. Sex

A) Male B) Female

3. Age (Yrs.):

A) 15-25 B) 25-40 C) 40-55 D) >55

4. Educational level

A) Uneducated B) 0-5th class C) 8th -10th class
D) 11th -12th class E) Degree F) PG and above

5. Marital status

- A) Married B) Unmarried
- C) Widow D) Widower

6. Family owner's name.....

7. Owner's occupation

- A) Farmer B) Govt. Employee C) Private job
- D) Businessman E) Wage labourer F) Other.....

8. Yearly income

- A) <24,000 Rs. B) 25,000-60,000 Rs.
- C) 61,000-1,50,000 Rs. D) 1,50,000-3,00,000 Rs. D) >3,00,000 Rs.

9. Assets

- A) Car B) Refrigerator C) Video D) A. C. E) Scooter
- F) Tape recorder G) T. V. H) Washing Machine F)
- Other.....

10. 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 (19-59 Yrs.) no. (.....)
- D) Old Age group (>60 Yrs.) no. (.....)

11. How many liters of milk do you consume in a day?

12. Source of milk to the family

- A) Own Cattle B) purchase from outside

If answer is (A) go to Question No. 13

If answer is (B) go to Question No. 18

13. How many cows / buffalos do we have? Cow...../ Buffalo.....

14. How many liters of milk do you produce per day?

15. How much milk is left as a surplus per day?

16. What do you do with surplus milk?

- A) Sell to vendors
- B) Sell to other households
- C) Sell to Mulukanoor Cooperative
- D) Sell to other Cooperative
- E) Any other

If Answer is (B) go to Question No. 18

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

- A) <300 Rs.
- B) 300-600 Rs.
- C) 600-900 Rs.
- D) 900-1,200 Rs.
- E) > 1200 Rs.

18. What type of milk do you use?

- A) Unpacked
- B) Packed

If the respondent uses unpacked milk

19. Price of unpacked milk.....Rs. / liter

20. Reason of using unpacked milk.....

- A) Low price
- B) Tasty
- C) Unadulterated
- D) Home delivery
- E) Measurement is done in front
- F) Unskimmed milk
- G) Credit facility
- I) All the above

21. The village name of milkman supplying milk.....

22. Reason for not using Packed Milk

- A) Not accessible
- G) not good for children

- B) High Price
- C) Not fresh
- D) Skimmed sizes)
- E) Spoiled
- F) No door delivery
- H) Not natural
- I) Cannot take according to own measurement (because of Std. Pack sizes)
- J) All the above
- I) Others

I f t h e r e s p o n d e n t u s e s p a c k e d m i l k

23. Presently from where do you buy Packed Milk?
- A) Shops
 - B) Dealer's Point
 - C) Dairy Booth
 - D) Home Delivery
24. In future from where would you like to buy Packed Milk?
- A) Shops
 - B) Dealer's Point
 - C) Dairy Booth
 - D) Home Delivery
25. Which brand of milk are you using?
- A) Priya
 - B) Vijaya
 - C) Nagarjuna
 - D) Madhu
 - E) Jersy
 - F) Tirmala
 - G) Reliance(Agri Gold)
 - H) Dodla
 - I) Ruchi
 - J) Telangana
 - K)Vardanapeth
 - L)Vaishnavi
 - M) Mulkanoor
 - N) Other.....
26. Since how many years are you using this brand of milk?
27. Are you shifting to any other brand?
- A)Yes
 - B) No

If "Yes" go to Q. No. 28, if "No" go directly to Q. No. 29

28. What are the reasons for shifting the brand

- A) Price increment
- B) Not nearer to home
- C) No door delivery
- D) Quality is not good
- E) Not fresh
- F) Not good for children
- G) Not natural
- H) Spoilage
- I) All the Above

29. Reasons for using/ not using Mulkanoor Milk

Rank them as follows:

- A) Very Good +2
- B) Good +1
- C) Average 0
- D) Bad -1
- E) Very Bad -2

Sl.No.	Reason	Using	Not Using
1	Quality		
2	Satisfaction		
3	Fat %age		
4	Taste		
5	Spoilage		
6	Smell		
7	Freshness		
8	Colour		

9	Price		
10	Supply/ Delivery		
11	Home Delivery		
12	Behavior of milk boy		
13	Packaging		
14	Packing material		
15	Packing Attraction		
16	Time		
17	Feasibility		
18	Availability on time		
19	Accessibility		

30. Which type of milk are you buying?

- A) Toned B) Double toned C) Whole milk D) UHT milk

31. Which size of packet do you like?

- A) 200 ml B) 500 ml C) 1 liter D) Other

32. If loose milk provided by dairy, would you like to buy?

- A) Yes B) No

33. How many times do you use milk in a day?

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

34. Time of buying milk

- A) 5-7am` B) 7-9am C) 9am-3pm D) 3-5pm E) 5-7pm

35. During **festivals** how many more litres of milk do you use

36. The purpose of using milk (RANK)

- A) Coffee/ Tea----- B) Ghee making----- C) For Curd making-----
D) For Sweets----- E) For drinking -----

37. For how many days do you pay the bill

- | A) Advance | B) Cash | C) Credit |
|-------------------|----------------|------------------|
| 1 Week | Daily | 1 Week |
| 15 Days | | 15 Days |
| 1 Month | | 1 Month |

38. When there is door delivery, type of payment...

- A) Fixed charges B) Charge on no. of packets
C) Charges liter wise D) Free delivery

39. Buying behavior for other milk products (RANK)

- A) Milk Powder----- B) Butter -----
C) Curd ----- D) Sweets ----- E) Ghee -----

40. 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

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

A) Media

- a) T.V.
- b) News Paper
- c) Cinema
- d) Radio
- e) Hoardings
- f) Advertisements on Bus
- g) Pamphlets
- h) Wall painting

B) Friends

C) Agents

D) Sales Man (Company)

E) Neighbors

F) Others.....

42. Which news paper do you read

43. When will you use packed milk (RANK)

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