A STUDY ON CONSUMERS’ SATISFACTION OF AAVIN MILK IN ERODE TOWN

QUESTIONNAIRE

1. Name : 
2. Age : 
3. Gender : 
4. Level of Education : 
   a) School 
   b) Under Graduate 
   c) Post Graduate 
   d) Diploma 
   e) Others (uneducated) 
5. Occupation : 
6. Marital Status : Married ( ) Unmarried ( )
7. Number of members in your family : Adults ( ) Children ( )
8. Family income per month: 
   a) Upto Rs.5,000 
   b) Rs.5,001-Rs.10,000 
   c) Rs.10,001-Rs.15,000 
   d) Rs.15,001 — Rs.20,000 
   e) Above Rs.20,000 
9. How many liters of AAVIN Milk you are buying for your family daily : 
   a) Up to 1 
   b) Above 1 and up to 2 
   c) Above 2 and up to 3 
   d) Above 3 and up to 4 
   e) Above 4
10. For how many years have you been purchasing AAVIN milk:
   a) Less than and for 3 yrs
   b) More than 3 and for 6 yrs
   c) More than 6 and for 9 yrs
   d) More than 9 yrs

11. From where / whom you are purchasing the AAVIN Milk:
   a) Agent milk booth
   b) Supply union employees
   c) Private shop

12. Type of milk purchased:
   a) Standardized Milk
   b) Whole Milk

13. What do you feel about the availability of AAVIN Milk:
   a) Throughout the day (Excluding night)
   b) Only during morning
   c) Only during evening
   d) During morning and evening

14. Which factor motivated you to buy AAVIN milk initially:
   a) Friends & Relatives advice
   b) Advertisement
   c) Self-realization
   d) Any other factor (mention)

15. For what purpose you are using AAVIN Milk:
   a) Drinking
   b) Beverages
   c) Curd or butter milk
   d) Other purpose (for taking butter/ghee)

16. The reasons for buying AAVIN Milk:
   a) Hygienic
   b) Correct capacity
   c) Quality (Balanced nutritive value)
   d) Price
   e) Easily available
17. Given the satisfactory level of AAVIN Milk

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Level of satisfaction</th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>No idea</th>
<th>Unsatisfied</th>
<th>Highly Satisfied</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Hygienic</td>
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<td>2</td>
<td>Capacity</td>
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<td>3</td>
<td>Balanced nutritive value (Quality)</td>
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<td>4</td>
<td>Price</td>
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<td>5</td>
<td>Availability</td>
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18. Have you come across any complaint / complaints regarding AAVIN Milk


19. Have you shifted to buy any other branded Milk or Milk from private vendor : Yes ( ) No ( )

If 'yes' mention the reason to do so

20. Give your suggestion / suggestions to improve the product and regarding other related aspects :