Bibliography


A STUDY ON CONSUMER SATISFACTION TOWARDS SELECTED HEALTH DRINKS IN TRICHIRAPPALLI DISTRICT

1. Name

2. Age
   a) Up to 20 years □
   b) 20 to 30 years □
   c) 30 to 40 years □
   d) 40 to 50 years □
   e) 50 and Above □

3. Gender
   a) Male □
   b) Female □

4. Educational Qualification
   a) School Level □
   b) College Level □
   c) Professional level □
   d) Technical □

5. Occupation
   a) Agriculture □
   b) Private Employ □
   c) Government Employ □
   d) Business/Professional □
   e) Others □

6. Marital Status
   a) Married □
   b) Single □

7. Type of Family
   a) Joint □
   b) Nuclear □

8. No. of Members in Your Family
   a) Up to 3 □
   b) 3 to 4 □
   c) Above 4 □

9. No. of Earning Members in Your Family
   a) Up to 2 □
   b) 2 to 4 □
   c) Above 4 □

10. Monthly Income
    a) Up to Rs 5,000 □
    b) Rs 5,001 to 10,000 □
    c) Rs 10,001 to 15,000 □
    d) Above Rs 15,000 □
11. Which Brand are you using Now/At present?
   a) Horlicks  
   b) Boost  
   c) Viva  
   d) Maltova  
   e) Complan  
   f) Glucon-D  
   g) Cadbury Bournvita  
   f) Amul

12. How long you have used the Health Drinks?
   a) Below 1 Month  
   b) 1-3 Months  
   c) 3-6 Months  
   d) 6-1 year  
   e) Above 1 year

13. What type of Package do you opted?
   a) Refile Pack  
   b) Bottle  
   c) Pet Jar

14. How much Quantity do you Purchase?
   a) 80g  
   b) 200g  
   c) 500g  
   d) 1 Kg  
   e) More than 1 Kg  
   f) Shashie

15. What is the General Quantity that you take in a Health Drinks?
   a) 1 Tea-Spoon  
   b) 2 Tea-Spoon  
   c) 3 Tea-Spoon  
   d) More than 3 Tea-Spoon

   How many Time do you Consume the Health Drinks?
   a) Once a Day  
   b) Twice a Day  
   c) Weekly  
   d) Occasionally

16. How do you came to know about the Present Brand?
   a) Television  
   b) News Paper  
   c) Magazine  
   d) Family and Friends  
   e) Relatives  
   f) Doctor’s Advice  
   g) Others

17. The Decision of the Health Drinks is influenced by
   a) Father  
   b) Mother  
   c) Chidrens  
   d) Doctor  
   e) ShopKeeper
18. What Brand are you using Previously?
   a) Horlicks   b) Boost   c) Viva
   d) Maltova   e) Complan   f) Glucon-D
   g) Cadbury Bournvita   h) Amul

19. How often do you wish to change your Brand?
   a) Every Month   b) Every time to purchase   c) Once in 3 month
   d) Once in 6 month   e) All one year

20. How do you Feel about the Price of the Health Drinks?
   a) High   b) Moderate   c) Low

   Where do you Purchase the Health Drinks Brand?
   a) Retailer   b) Wholesaler   c) Near Home
   d) Department Store   e) Medical Shop   f) Any Other

21. Rank the Factors on which you decide the Particular Health Drinks Brand?

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<tr>
<th>S. No</th>
<th>Components</th>
<th>Rank</th>
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<tr>
<td>1</td>
<td>Price</td>
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<tr>
<td>2</td>
<td>Taste</td>
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<td>3</td>
<td>Easy Availability</td>
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<td>4</td>
<td>Advertisement</td>
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<tr>
<td>5</td>
<td>Product Quality</td>
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<td>6</td>
<td>Popularity</td>
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<td>7</td>
<td>Attractive Package</td>
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<td>8</td>
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<td>9</td>
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<td>10</td>
<td>Design</td>
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<td>Free Gift</td>
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22. How do you find the Taste?
   a) Good   b) Best   c) Better   d) Satisfactory

23. What improvement do you want?
   a) Reduction in Price   b) Attractive Packing   c) Change in Taste   d) None

Are you Satisfied with your Health Drinks?
   a) Yes   b) No
24. Do you expect any Offer/Discount at the Time of Purchase?
   a) Yes   □   b) No   □

25. Whether you consider Brand Loyalty in Consumption of the Health Drinks?
    Brand
   a) Yes   □   b) No   □

26. If preferred brand is not availability in the Market what you do?
    a) Go to Other Shop   □   b) Buying another Brand   □
    c) Post pord the Purchase   □   d) Ask the retailer to buy it for you   □

27. Mention the level of Satisfaction about your Present Health Drinks
    Brand

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<th>Moderate</th>
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28. What criteria do you consider where you purchase particular brand of Health Drinks?
    a) High Price Availability   □   b) Poor Quality   □   c) Default Packing   □   d) None   □

29. What type of brand of Health Drinks do you wish to purchase in next time?
    a) Horlicks   □   b) Boost   □   c) Viva   □   d) Maltova   □
    e) Complan   □   f) GluconD   □   g) Cadbury Bournvita   □   h) Amul   □
    i) Any Other   □
30. Consumer Satisfaction

I. Price

i. The present value of health Drinks is more affordable

ii. The Health Drinks which I used at present in reasonable price when I compare with other product

iii. The price of the product is feasible for you

iv. It is cheap and less than other Health Drinks

v. I fee fullest satisfaction for what I am paying for the product

II. Packaging

i. Get full satisfaction with the package of Health Drinks

ii. Packaging reflect the Brand Loyalty

iii. Packaging style attract to purchase

iv. Consumer purchase are mostly attracted

v. Packaging style is more convenient to handle the product

vi. Always consider the manufacturing and Expiry date

III. Promotion

i. Product available in the time when ever I required

ii. Receiving free gift which is attached with Health Drinks immediately without any timely

iii. The present promotion style has got any fullest satisfaction

iv. The packaging style/design has frequently modified in a better way to attract the consumer

v. The package clearly indicate/inform the contents/price/quality/manufacturing

vi. Purchasing same Health Drinks every time strongly A/Agree/natural/Dis A/Stongly Dis A

IV. Hygiene/Taste

i. Health Drinks what I used presently gives fully energetic drink

ii. Children given too much important to taste

iii. Health Drinks includes Nutritional and Vitamins what the required day to day of our life

iv. The taste and colour and flavour are mostly like by all the members of my family

v. I consider respective nutrient/while I purchasing Health Drinks