APPENDIX I

QUESTIONNAIRE

The following questionnaire relates to soft drinks. Your participation in this research project would be appreciated and all responses will remain confidential.

There are 20 questions relating to your attitude, loyalty, purchase behaviour and demographics. Please answer to all questions carefully.

Thank you very much for your participation!

1. Please indicate your gender:  
   a) Male □  
   b) Female □

2. Please indicate your age: 
   a) under 17 years □  
   b) 17 - 20 years □
   c) 21 - 30 years □  
   d) 31 - 40 years □
   e) 41 - 50 years □  
   f) above 50 years □

3. Please indicate your marital status:  
   a) Married □  
   b) Single □

4. Please indicate your occupation: 
   a) House wife □  
   b) Student □  
   c) Own business □
   d) Teacher □  
   e) Gov. employee □  
   f) others □
5. how much is your family monthly income?

a) Rs. 10,000 – 20,000 □ b) Rs. 20,000 – 30,000 □
c) Rs. 30,000 – 40,000 □ d) More than 40,000 □

6. How often do you drink your favorite soft drink brand?

a) Every day □ b) Twice a week □
c) Once a week □ d) Occasionally □

7. You usually drink it along with …

a) snacks □ b) meal □ c) snacks and meal □
d) anything □ e) nothing just soft drink □

8. What is the average quantity of your purchase?

a) 200-300 ml □ b) 500 ml □
c) 1-1.5 ltr. □ d) more than 1 ltr. □

9. When you think of soft drink, which brand comes to your mind? ……
10. Which of the following brands do you like? (Rank 3 most popular brands)

a) Coca cola

b) Pepsi

c) Mirinda 1st choice ..............

d) Sprite 2nd choice ..............

e) Mountain dew 3rd choice ..............

f) Fanta

g) Thums up

h) 7up

i) Other (please state)

11. What was the last brand you consumed?

a) Coca Cola □ b) Pepsi □ c) Mirinda □

d) Sprite □ e) Mountain dew □ f) Fanta □

g) Thums up □ h) 7up □ i) Others (please state) □

12. Considering your first choice on question No. 10, please circle the number that matches your response.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>No view</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>3</td>
<td>2</td>
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</table>

a) I consider myself to be loyal to my soft drink brand!

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<tr>
<th>7</th>
<th>6</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
</table>
b) I will not buy other brands if my soft drink brand is not available at the store and will go to other shop!  

<table>
<thead>
<tr>
<th>Agree</th>
<th>No view</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
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<td>5</td>
</tr>
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<td>4</td>
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<td>2</td>
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</tbody>
</table>

c) All soft drink brands are not the same and it matters which to purchase!  

<table>
<thead>
<tr>
<th>Agree</th>
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<th>Disagree</th>
</tr>
</thead>
<tbody>
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<td>2</td>
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</table>

d) I don’t like to switch to other soft drink brands!  

<table>
<thead>
<tr>
<th>Agree</th>
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</tr>
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<tbody>
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</tbody>
</table>

13. Based on your most favorite brand of soft drink (considering your first choice on question number 10), please circle the number that matches your response.  

<table>
<thead>
<tr>
<th>Agree</th>
<th>No view</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
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<td>4</td>
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<td>2</td>
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<td>1</td>
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</tbody>
</table>

My Favorite Brand of soft drink…

a. is made by a company which is very large & therefore it is good!  

<table>
<thead>
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<th>Agree</th>
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<th>Disagree</th>
</tr>
</thead>
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<tr>
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</table>

b. is the most popular brand in the market!  

<table>
<thead>
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<th>Agree</th>
<th>No view</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
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<tr>
<td>1</td>
<td></td>
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</tbody>
</table>

c. is the most refreshing drink!  

<table>
<thead>
<tr>
<th>Agree</th>
<th>No view</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>4</td>
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<td>2</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
d. quenches the thirst completely!

    7  6  5  4  3  2  1

e. is the one all my friends drink it!

    7  6  5  4  3  2  1

f. is the life of the party!

    7  6  5  4  3  2  1

g. makes me feel self confident while drinking it!

    7  6  5  4  3  2  1

h. consistently Interacts with me, it never disappoints me!

    7  6  5  4  3  2  1

i. makes me feel good!

    7  6  5  4  3  2  1

j. is trustworthy!

    7  6  5  4  3  2  1

k. is a high quality product for many years and why should I use anything else!

    7  6  5  4  3  2  1

14. Rate your favorite brand of soft drink by following attributes
(Considering your first choice on question No. 10)

a) Strong taste Mild taste

    7  6  5  4  3  2  1

b) Low price High price

    7  6  5  4  3  2  1

c) High availability Low availability

    7  6  5  4  3  2  1

d) Good offers! No good offers!

    7  6  5  4  3  2  1
e) Very healthy  Very unhealthy

| 7 | 6 | 5 | 4 | 3 | 2 | 1 |

15. How likely is that you will buy any of the following brands the next time you buy soft drink? 

<table>
<thead>
<tr>
<th>Very likely</th>
<th>Very unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 6 5 4 3 2 1</td>
<td></td>
</tr>
</tbody>
</table>

a) Coca cola 

| 7 6 5 4 3 2 1 |

b) Pepsi 

| 7 6 5 4 3 2 1 |

16. How likely is that you will recommend any of the following brands to your friends? 

<table>
<thead>
<tr>
<th>Very likely</th>
<th>Very unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 6 5 4 3 2 1</td>
<td></td>
</tr>
</tbody>
</table>

a) Coca cola 

| 7 6 5 4 3 2 1 |

b) Pepsi 

| 7 6 5 4 3 2 1 |

17. Imagine that the company which is producing your favorite soft drink (your first choice in question No. 10), is going to produce a new product of another category (not a soft drink), 

a) What type of product do you expect to be produced? 

.............................

b)

c) Will you buy that new product? 

<table>
<thead>
<tr>
<th>definitely will buy</th>
<th>No view</th>
<th>definitely not buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 6 5 4 3 2 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Thank you very much for your participation!