

APPENDIX

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Dear Respondent,

I approach you with a very interesting assignment which is apparently a part of my doctoral research at the faculty of Commerce, M. S. University of Baroda.

Kindly, express your opinion in the appropriate box provided against each statement. This will help me understand your opinion regarding soft drinks in general and Pepsi in Particular.

Thanking you,

1. NAME : _____
2. ADDRESS : _____

3. AGE :
4. SEX : MALE/FEMALE
5. EDUCATION LEVEL (Please tick the appropriate one)
(a) Primary
(b) Higher Secondary
(c) Graduate
(d) Post Graduate
6. OCCUPATION
(a) Administrative
(b) Technical
(c) Business
(d) Housewife
(e) Student
7. NO. OF MEMBERS IN YOUR FAMILY : _____
8. NO. OF EARNING MEMBERS : _____
9. GROSS FAMILY INCOME PER MONTH : _____

	Stro- ngly Disa- agree	Disa- gree	Uncer- tain	Agree	Stro- ngly Agree
1. In my opinion there are better soft drinks than pepsi when it comes to satisfaction.					
2. Pepsi is a classic drink suitable for my social status.					
3. I avoid Pepsi on social occasions.					
4. When I stop for a drink I have Pepsi.					
5. I don't believe one can level one's stomach with pepsi while eating out.					
6. Pepsi is exciting.					
7. My friends may have other soft drinks but I must have a Pepsi.					
8. Pepsi has a natural taste.					
9. Pepsi is not half as popular as the other soft drinks.					
10. Pepsi is very familiar to me that is why I buy it.					
11. No other drink satisfies me as pepsi does.					
12. I don't like Pepsi especially in the morning.					
13. My friends don't like to have pepsi when they visit my place.					
14. I like pepsi because it is not too sweet.					

	Stro- ngly Disa- agree	Disa- gree	Uncer- tain	Agree	Stro- ngly Agree
15. Pepsi brings cheer to parties.					
16. Pepsi does not enhance the fun of listening to music.					
17. I don't like pepsi as a soft drink.					
18. My friends usually have pepsi but I don't like it.					
19. Pepsi gives me the feeling of being young.					
20. I like to have pepsi in Cinema halls.					
21. It is not practical to have pepsi when going for a picnic.					
22. Pepsi is good only in summer.					
23. Pepsi contains artificial flavour.					
24. Pepsi may be international but certainly not Indian.					
25. I would never give up (Pan Masala, Cigarettes, chowing tobacco) for a bottle of Pepsi.					
26. Chilled Pepsi hurts my throat.					
27. I prefer pepsi in the morning with my breakfast					
28. I would rather have a cup of coffee or tea than a bottle of pepsi.					

	Stro- ngly Disa- agree	Disa- gree	Uncer- tain	Agree	Stro- ngly Agree
29. Taking Pepsi regularly is not a good habit.					
30. Pepsi is new in the market and I don't trust it.					
31. Pepsi levels my stomach when I have to eat outside.					
32. Pepsi's 250 ml is worth paying for.					
33. I don't like the dark-dull colour of pepsi.					
34. Pepsi is good for hospitality.					
35. Pepsi does not support the concept of social status.					
36. Pepsi have a huge amount of calories so I don't like it.					
37. I do not like the taste of cola in Pepsi.					
38. I avoid Pepsi after meals as it loads my stomach.					
39. Soft drinks are not good for hospitality.					
40. I would at any day give up Pan Masala, Cigarettes, chowing tobacco for a bottle of Pepsi.					