

ANNEXURE – 1 QUESTIONNAIRE

DEAR RESPONDENTS,

May I kindly request you to spare a little of your precious time to help me out in my doctoral study on "A COMPARATIVE STUDY OF SWOT OF CADBURY INDIA LTD. & NESTLE INDIA LTD.", by filling up this questionnaire. I hereby assure you that the information furnished by you will only be used for research purpose.

Thank you,

Regards,

KEYUR SONI

SR.NO. _____

Name of the respondent: _____

Address of the respondent: _____

NO.	Question	Category	Code
1.	Sex	1.Male 2.Female	<input type="checkbox"/>
2.	Occupation	1.Service 2.Business 3.Self-employed 4.Student 5.Housewife	<input type="checkbox"/>
3.	Family size	_____ member	<input type="checkbox"/>
4.	Age in completed years	_____ years	<input type="checkbox"/>
5.	Monthly Family income	_____ Rs.	<input type="checkbox"/>
6.	Which of the following best describes your frequency of purchase of Chocolates and Milk products?	1. Weekly 2. Regularly 3. Occasionally 4. Rarely	<input type="checkbox"/> <input type="checkbox"/>
7.	Which company brand would you normally prefer to buy for Milk products and Chocolate? 0-None 1-Chocolate 2-Milk product 3-Both	1. Cadbury 2. Nestle	<input type="checkbox"/> <input type="checkbox"/>

NO.	Question	Category		Code
8	Give five Cadbury and Nestle Chocolate and Milk Product brands that you are aware of			
		Cadbury	Nestle	
	1.			
	2.			
	3.			
	4.			
9.	Give your response regarding the following factors about a particular brand that make you purchase Chocolate and Milk products [Give response for all options]	1-Chocolate 2-Milk product 3-Both		
		Cadbury	Nestle	
	Taste			
	Brand Image			
	Price			
	Emotion/Attachment			
	New variety			
10.	Did you ever seen advertisement of Nestle / Cadbury?	0-None 1-Cadbury 2-Nestle 3-Both		<input type="checkbox"/>
10(a)	If yes, please furnish the following information regarding source and frequency: [Give response for all options]	1-Chocolate 2-Milk product 3-Both		
		Cadbury	Nestle	
	News paper			
	Magazine			
	Television			
	Hording			
	Internet			
11.	Below mentioned is a 4 point rating scale ranging from not effective to very effective advertisement. Give your rating regarding the same for the companies.	1. Not effective. 2. Somewhat effective 3. Effective 4. Very effective		
		Chocolate	Milk product	
	Cadbury			
	Nestle			
12.	Do promotion schemes like free gifts or contests etc. change your decision to buy Milk products and Chocolates?	1-Yes 2-No 3 – Don't know		<input type="checkbox"/>

NO.	Question	Category	Code	
13.	Code the relevant factors that affect your decisions to buy Milk product and Chocolate of a particular company. [Give response for all options]	1-Chocolate 2-Milk product 3-Both		
		Cadbury		Nestle
		Window display or decoration		
		Festive season or Mood		
		Packaging		
		Remembrance of Advertisement		
		Word of Mouth from dealer		
		Attractive name of a brand		
	Any Other, specify _____			
14.	Are you satisfied with the available quantities or size of Chocolate and Milk products?	1-Chocolate 2-Milk product 3-Both		
		Cadbury		
		Nestle		
15.	Below mentioned is a 4 point rating scale ranging from Not satisfied to Highly satisfied regarding satisfaction from packaging of Chocolates and Milk product. Give your rating regarding the same for the companies.	1. Not satisfied 2. Some what satisfied 3. Satisfied 4. Highly satisfied		
		Chocolate		Milk product
		Cadbury		
		Nestle		
16.	Do you believe that there is any difference between Chocolates and Milk products available in India and other countries?	0-No 1-Chocolate 2-Milk product 3-Both		
		Cadbury		<input type="checkbox"/>
		Nestle		<input type="checkbox"/>
17.	Do you believe that the Milk products and Chocolates of your choice are easily available?	0-No 1-Chocolate 2-Milk product 3-Both		
		Cadbury		<input type="checkbox"/>
		Nestle		<input type="checkbox"/>
18.	Where do you buy Milk product & Chocolates? [Give response for all options] 1-Yes 2 – No	1. Regular retail shop		
		2. Special store like (Custom shop, Dollar shop etc.)		
		3. Medical store		
		4. Super market		
		5. Any Other, Specify _____		

NO.	Question	Category	Code
19.	Which company's brand of Chocolate and Milk product do you buy from special store or any place other than regular retail shop?	1. Cadbury 2. Nestle 3. Both 4. None	<input type="checkbox"/>
20.	Which of the following makes you substitute your purchase of Chocolate and Milk product?	1. Pastries 2. Doughnuts 3. Other confectionary 4. Any other, specify	<input type="checkbox"/> <input type="checkbox"/>
21	Have you ever experienced duplication about following for Chocolates and Milk products of Cadbury and Nestle? [Give response for all options] 0-None 1-Cadbury 2-Nestle 3-Both	1. Taste 2. Packaging 3. Brand name 4. Labeling 5. Any other, specify _____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
22.	Do you see a significant price difference in Chocolate and Milk products of Cadbury and Nestle?	1-Yes 2-No 3 – Don't know	<input type="checkbox"/>
22(a)	If yes, which company has more prices?	1. Cadbury 2. Nestle	<input type="checkbox"/>
22(b)	Do you believe that the more prices on the part of the company is justified?	1-Yes 2-No 3 – Don't know	<input type="checkbox"/>
23.	Have you ever been disappointed with a particular brand of Chocolate & Milk products of Cadbury & Nestle?	0-No 1-Chocolate 2-Milk product 3-Both	<input type="checkbox"/>
	Cadbury		<input type="checkbox"/>
	Nestle		<input type="checkbox"/>
24.	Do you attach importance to brand ambassador use in advertisement and publicity of Chocolate & Milk products by companies?	0-None 1-Cadbury 2-Nestle 3-Both	<input type="checkbox"/>
25.	According to you which company has advantage of using more effective or strong ambassador for its Chocolates & Milk products?	0-None 1-Cadbury 2-Nestle 3-Both	<input type="checkbox"/>
26.	Which company does more advertisement of Chocolates and Milk products according to you?	0-None 1-Cadbury 2-Nestle 3-Both	<input type="checkbox"/>

NO.	Question	Category	Code
27.	Give rating in terms of Numbers on a rating scale of Disagree to Strongly agree, regarding your beliefs about the following: 1. Disagree 2. Partially agree 3. Agree 4. Strongly agree [Give response for all options]	1) Chocolates and Milk products increase weight	
		2) Chocolates and Milk products lead to heart disease	
		3) Chocolates and Milk products are not good for overall health	
		4) Chocolates and Milk products are not sufficient to substitute normal food requirements in routine	
28.	Do you read information given on packages of Chocolates & Milk products before purchasing for the following? [Give response for all options]	0-No 1-Chocolate 2-Milk product 3-Both	
		1. Price	
		2. Quantity	
		3. Manufacturing & best before dates	
		4. Nutritional details	
		5. Any other (specify) _____	
29.	Have you ever purchased gift packages of Chocolates instead of traditional 'Sweets'?	0-None 1-Cadbury 2-Nestle 3-Both	<input type="checkbox"/>
30.	Would you substitute milk products like powders & health drinks to homemade dry fruit added drinks?	1-Yes 2-No 3 – Don't know	<input type="checkbox"/>
31.	How do you normally resolve your doubts & complaints regarding the post-purchase dissatisfaction of Chocolates & Milk products [Give response for all options] 0-No 1-Chocolate 2-Milk product 3-Both	1. Dealer Contact	
		2. Correspondence with company directly	
		3. Consumer tribunals	
		4. Legal action	
32.	Do you believe that there exist a sound customer complaint handling system for Chocolate & milk products?		
		Cadbury	1-Yes 2-No 3 – Don't know <input type="checkbox"/>
		Nestle	1-Yes 2-No 3 – Don't know <input type="checkbox"/>
33.	Have you ever purchased Chocolates or Milk products through internet?	0-No 1-Chocolate 2-Milk product 3-Both	<input type="checkbox"/>
33(a).	If yes, which Chocolate or Milk products have you purchased through internet?	1-Cadbury 2-Nestle 3-Both	<input type="checkbox"/>
33(b)	Please list the reasons that would lead you to purchase Chocolate or Milk products through internet.	1. _____ 2. _____ 3. _____	

NO.	Question	Category	Code
34.	Do you believe that Cadbury has a leading advantage over Nestle in India in Chocolates & milk products market?	1-Yes 2-No 3 – Don't know	<input type="checkbox"/>
34(a)	If yes, which of the following areas should Nestle by taking care of to increase its market share? [Give response for all options] 1-Yes 2-No 3 – Don't know	1. Improve Brand image	
		2. Launch new promotion schemes	
		3. Improve quality	
		4. Use better celebrity endorsements	
		5. Concentrate more on distribution & making product available.	
		6. Use better advertising appeal & messages	
		7. Improve packaging	
		8. Reduce prices	
		9. Any other, specify _____	
35.	Do you believe that the following innovations will help Chocolate & Milk product companies strengthen their market standings? [Give response for all options] 0-None 1-Cadbury 2-Nestle 3-Both	1. Product	
		2. Packaging	
		3. Size	
		4. Promotion	
		5. Distribution	
		6. Pricing	
		7. Usage/product application scope	
36.	Do you feel that the Chocolate & Milk product company name been successful in dealing with the festival demand trends in India?	1-Yes 2-No 3 – Don't know	<input type="checkbox"/>
36(a).	If yes, which company's festival offer (special festive packets) would you prefer to go for normally?[tick relevant]	1-Cadbury 2-Nestle 3-Both	<input type="checkbox"/>
37.	Do you believe that product quality related issues in Chocolates or Milk products in markets share the confidence of customers for		
		Cadbury	1-Yes 2-No 3 – Don't know <input type="checkbox"/>
		Nestle	1-Yes 2-No 3 – Don't know <input type="checkbox"/>
37(a)	If yes, would you stop buying the products of that company?		
		Cadbury	1. Yes 2. No <input type="checkbox"/>
		Nestle	1. Yes 2. No <input type="checkbox"/>