A STATISTICAL REPORT ON:

TVN

CUSTOMER SATISFACTORY SURVEY

CARRIED OUT AT:

DIFFERENT DISTRIBUTION LOCATIONS

This report addresses the questionnaire answered by consumers and as well shows the correlation between occupation, gender, their preferences and opinion on TVN.

Each of the questions is represented in three ways:

1. A table: The table shows the statistics for occupation categorized into genders (male and female), preference statistics/count for each category. It also shows a Percentage total of the preference for each category based on the occupation.

$$\% \ of \ Total \ = \ \frac{Preference \ count \ for \ each \ gender \ for \ each \ occupation}{Sample \ size \ for \ each \ occupation} \times 100$$

2. Pie Chart: It represents a percentage of counts of each preference of respondents to the total respondents.

3. Bar Chart: It represents, in percentage, the number of male and female that chose a particular preference with respect to their occupation.

$$Percentage \ frequency \ (\%) \ = \ \frac{Preference \ count \ for \ each \ gender \ for \ each \ occupation}{Sample \ size \ for \ each \ gender} \times 100$$

Table 1: How well does TVN Taste?

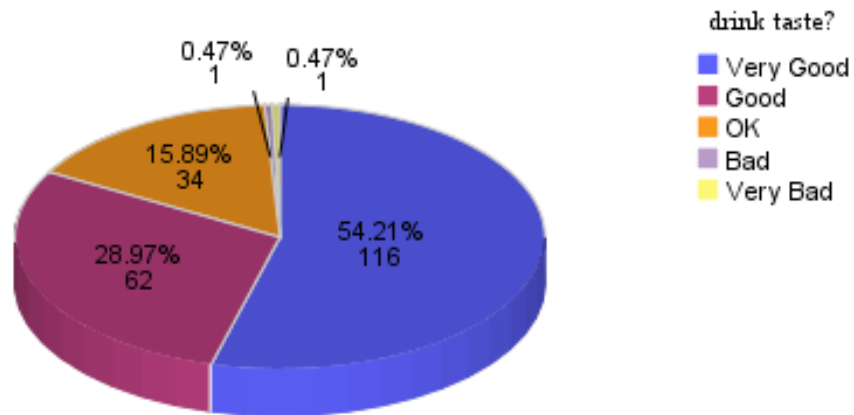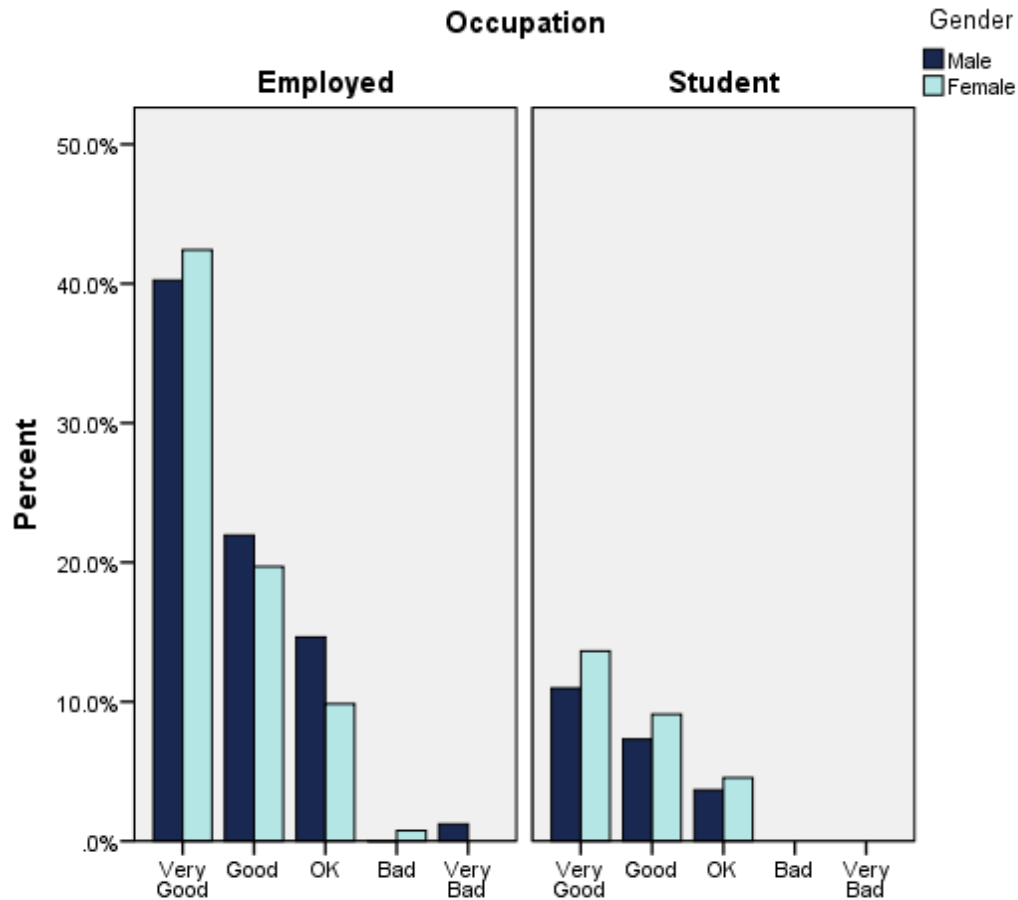| Occupation		Employed		Student		Total	
Gender		Male	Female	Male	Female	Male	Female
Very Good	Count	33	56	9	18	42	74
	% of total	20.6%	35.0%	16.7%	33.3%	19.6%	34.6%
Good	Count	18	26	6	12	24	38
	% of total	11.2%	16.2%	11.1%	22.2%	11.2%	17.8%
OK	Count	12	13	3	6	15	19
	% of total	7.5%	8.1%	5.6%	11.1%	7.0%	8.9%
Bad	Count	0	1	-	-	0	1
	% of total	0.0%	0.6%	-	-	0.0%	0.5%
Very Bad	Count	1	0	-	-	1	0
	% of total	0.6%	0.0%	-	-	0.5%	0.0%

Figure 1: Pie-chart showing taste preference.

Figure 2: Bar chart showing taste preference.

The pie-chart shows that a larger percentage (54.21%) of the respondents with a population size of 116 says the Blizz Roselle Drink has a 'Very good' taste which is closely followed by 'Good taste' and 'Ok taste' response. An infinitesimal percentage for bad and very bad taste has also been recorded but considering the sample size can be neglected. When categorized and compared as in the bar-chart, it is shown that a higher percentage of female respondents as compared to male for both occupation says 'Very good' taste. This is followed by the percentage that says the taste of the drink is 'Good' (28.97%) and 'Ok' (15.89%) with a higher number of female students and employed male respondents.

Table 2: How would you rate the value for money for TVN?

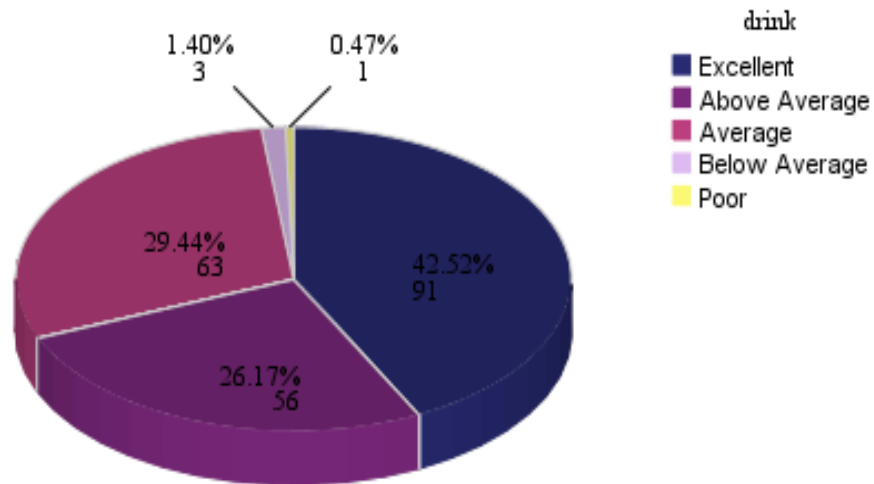| Occupation		Employed		Student		Total	
Gender		Male	Female	Male	Female	Male	Female
Excellent	Count	23	44	8	16	31	60
	% of total	14.4%	27.5%	14.8%	29.6%	14.5%	28.0%
Above Average	Count	22	20	4	10	26	30
	% of total	13.8%	12.5%	7.4%	18.5%	12.1%	14.0%
Average	Count	17	30	6	10	23	40
	% of total	10.6%	18.8%	11.1%	18.5%	10.7%	18.7%
Below Average	Count	1	2	-	-	1	2
	% of total	0.6%	1.2%	-	-	0.5%	0.9%
Poor	Count	1	0	-	-	1	0
	% of total	0.6%	0.0%	-	-	0.5%	0.0%

Figure 3:
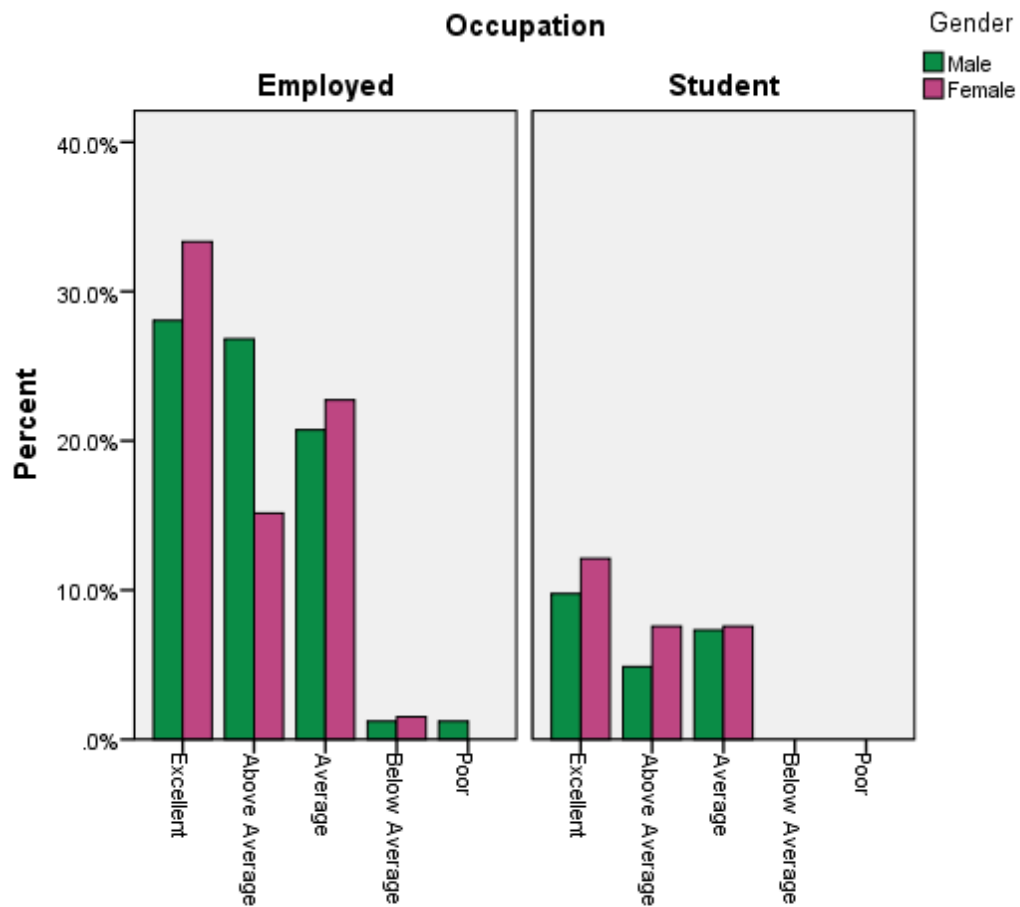Pie-chart showing value rate for money.

Figure 4: Bar chart showing value rate for money.

Based on both occupation, a larger percentage responded with an 'Excellent' value rate for money. Followed closely by 'Above average' then 'Average'. An excellent and average response was given by a higher percentage of both employed and student female as compared to their male. A higher percent of the employed male also responded with 'Above average' while the higher percentage for this same response in students was given by the female.

Table 3: Would you prefer that TVN comes in a larger pack?

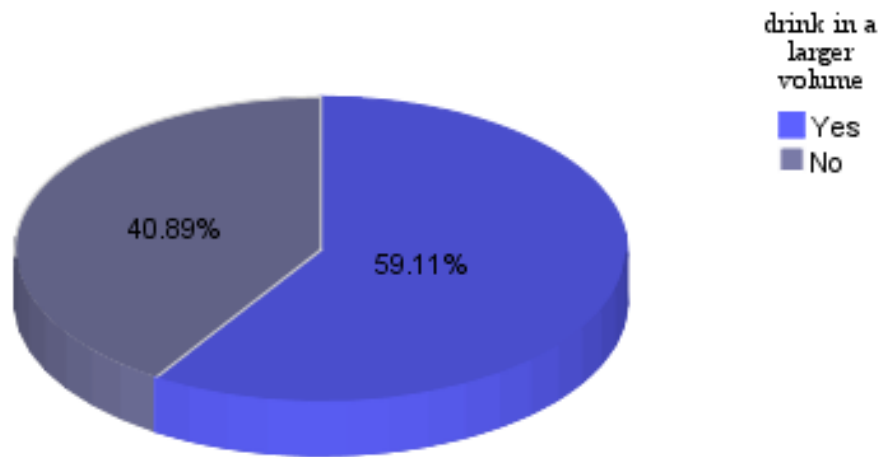| Occupation		Employed		Student		Total	
Gender		Male	Female	Male	Female	Male	Female
Yes	Count	35	56	11	18	46	74
	% of total	22.9%	36.6%	22.0%	36.0%	22.7%	36.5%
No	Count	25	37	7	14	32	51
	% of total	16.3%	24.2%	14.0%	28.0%	15.8%	25.1%

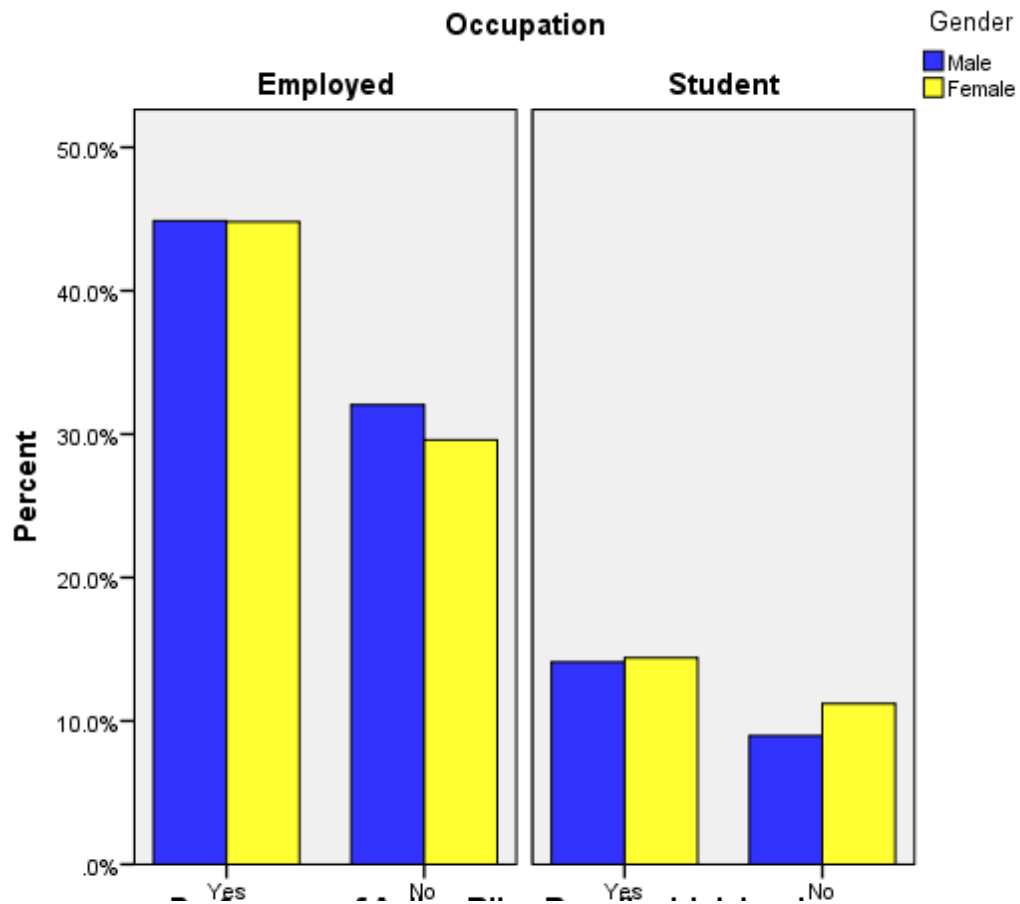Figure 5: Pie-chart showing preference for larger volume

Figure 6:

The analysis shows that there is a wide range preference for the Avilan Roselle drink being in a larger volume pack. With this preference shown by an equal percentage of employed male and female as well as a higher percentage of female students.

Table 4: Is TVN easily available in your area?

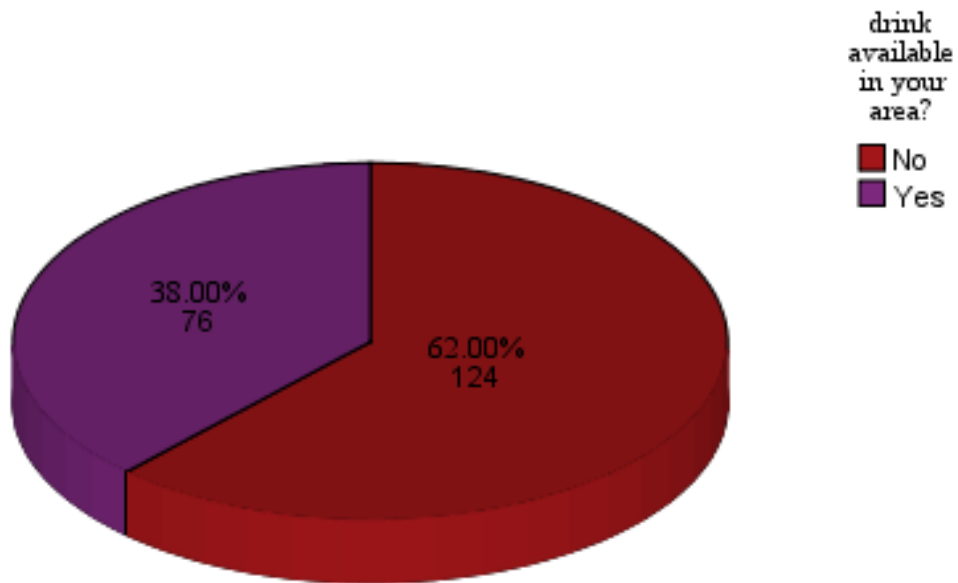| Occupation		Employed		Student		Total	
Gender		Male	Female	Male	Female	Male	Female
No	Count	35	59	10	20	45	79
	% of total	23.2%	39.1%	20.4%	40.8%	22.5%	39.5%
Yes	Count	23	34	8	11	31	45
	% of total	15.2%	22.5%	16.3%	22.4%	15.5%	22.5%

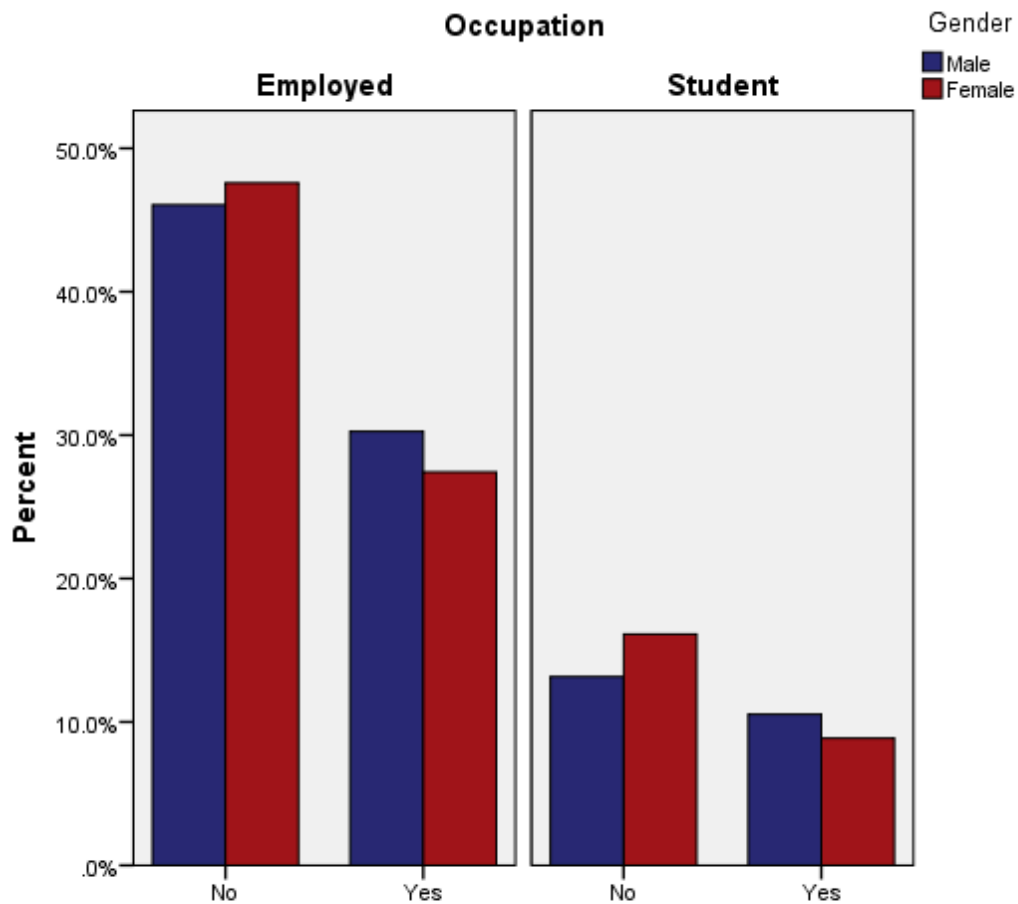Figure 7: Pie-chart for availability of drink

Figure 8: Bar-chart for availability of drink

The result shows that a very high percentage of both employed and student male and female respondents in the geographical distribution locations the survey was carried out experience low availability and do not have an easy access to the TVN.

Table 5: What sort of improvement would you love to see in TVN?

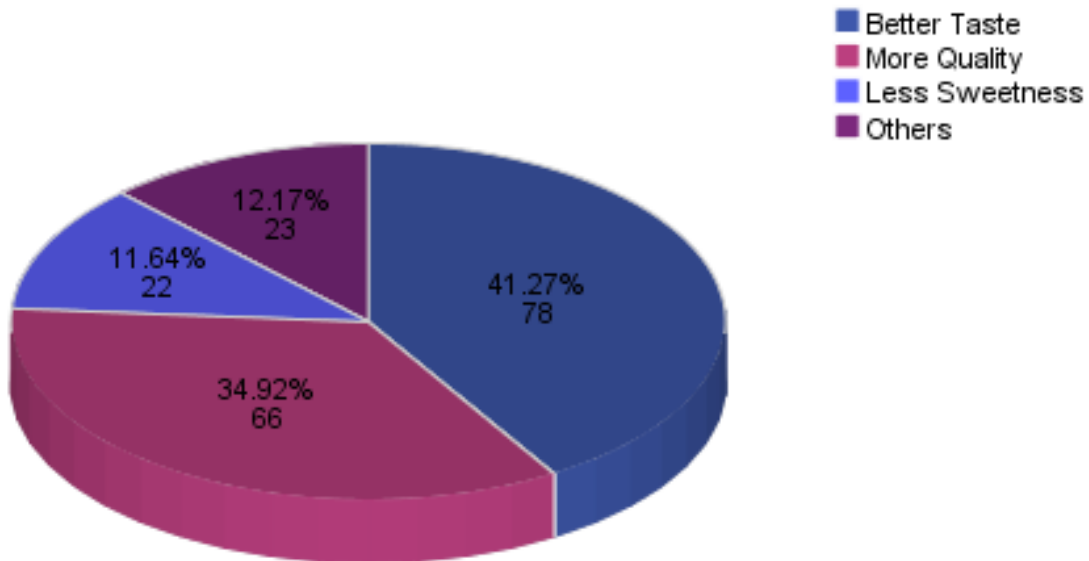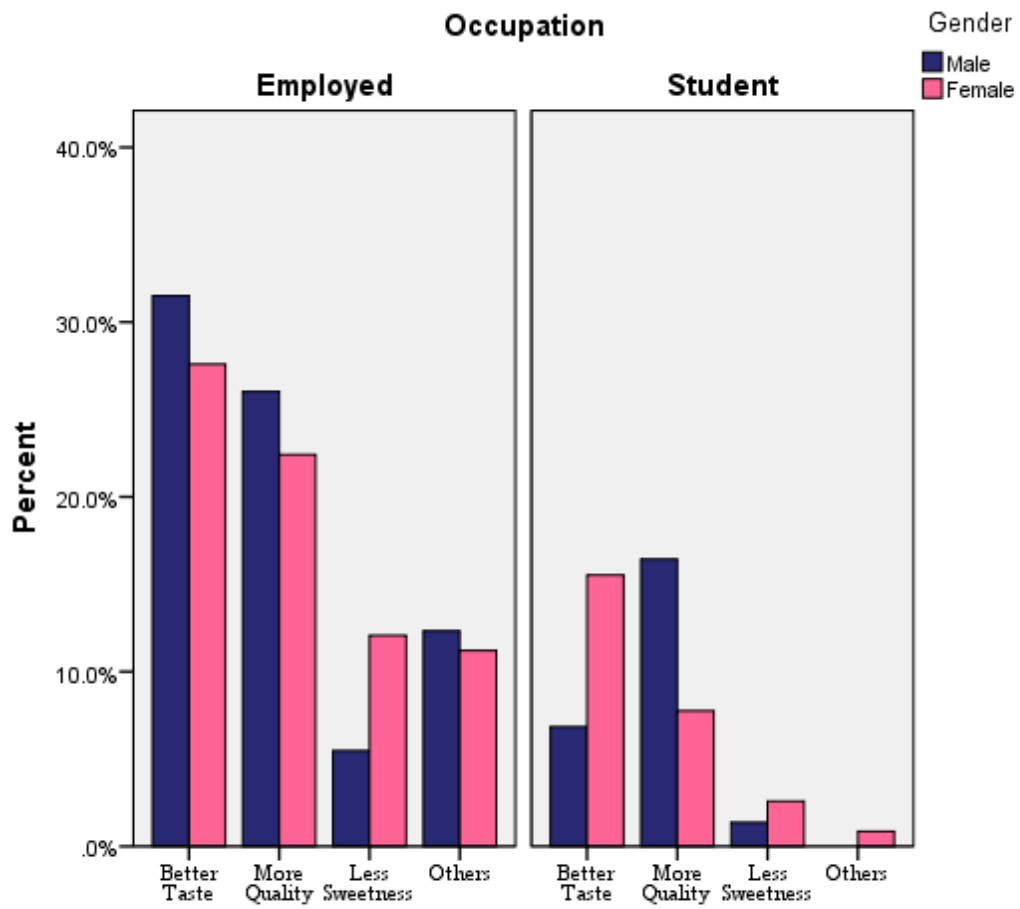| Occupation		Employed		Student		Total	
Gender		Male	Female	Male	Female	Male	Female
Better Taste	Count	23	32	5	18	28	50
	% of total	16.4%	22.9%	10.2%	36.7%	14.8%	26.5%
More Quality	Count	19	26	12	9	31	35
	% of total	13.6%	18.6%	24.5%	18.4%	16.4%	18.5%
Less Sweetness	Count	4	14	1	3	5	17
	% of total	2.9%	10.0%	2. 0%	6.1%	2. 6%	9.0%
Others	Count	9	13	0	1	9	14
	% of total	6.4%	9.3%	0.0%	2.0%	4.8%	7.4%

Figure 9: Pie-chart for mode of improvement on drink

Figure 10: Bar-chart for mode of improvement on drink

Table 6: How likely is it that you recommend TVN to a friend or colleague?

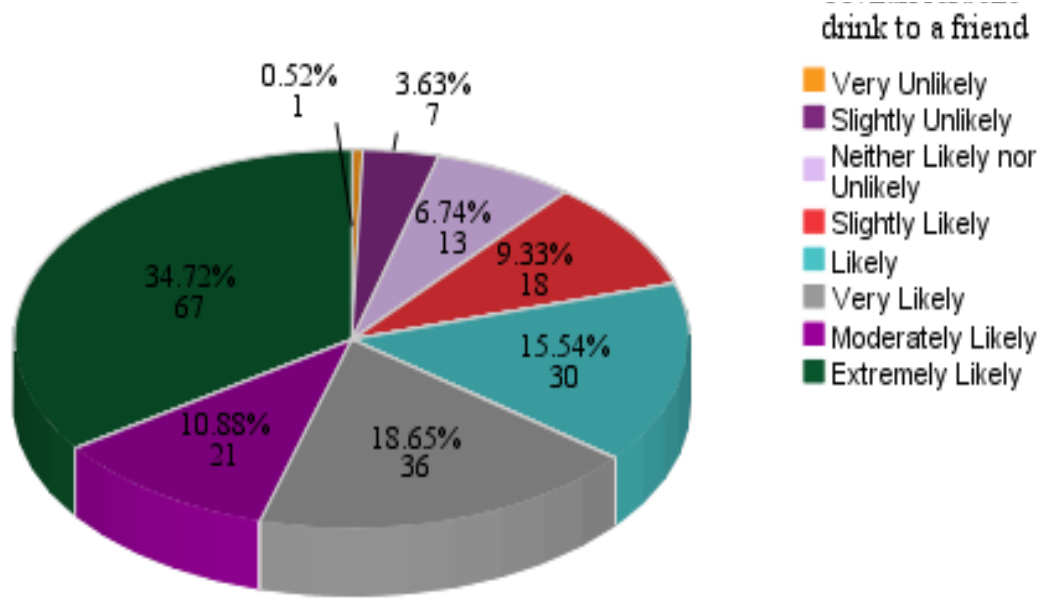| Occupation		Employed		Student		Total	
Gender		Male	Female	Male	Female	Male	Female
Extremely Unlikely	Count	-	-	-	-	-	-
	% of total	-	-	-	-	-	-
Very Unlikely	Count	0	1	-	-	0	1
	% of total	0.0%	0.7%	-	-	0.0%	0.5%
Unlikely	Count	-	-	-	-	-	-
	% of total	-	-	-	-	-	-
Slightly Unlikely	Count	1	4	1	1	2	5
	% of total	0.7%	2.8%	2.1%	2.1%	1.0%	2.6%
Neither Likely nor Unlikely	Count	2	6	3	2	5	8
	% of total	1.4%	4.1%	6.2%	4.2%	2.6%	4.1%
Slightly Likely	Count	8	4	0	6	8	10
	% of total	5.5%	2.8%	0.0%	12.5%	4.1%	5.2%
Likely	Count	10	7	6	7	16	14
	% of total	6.9%	4.8%	12.5%	14.6%	8.3%	7.3%
Very Likely	Count	11	19	2	4	13	23
	% of total	7.6%	13.1%	4.2%	8.3%	6.7%	11.9%
Moderately Likely	Count	11	6	1	3	12	9
	% of total	7.6%	4.1%	2.1%	6.2%	6.2%	4.7%
Extremely Likely	Count	15	40	5	7	20	47
	% of total	10.3%	27.6%	10.4%	14.6%	10.4%	24.4%

Figure 11: Pie-chart for recommendation level

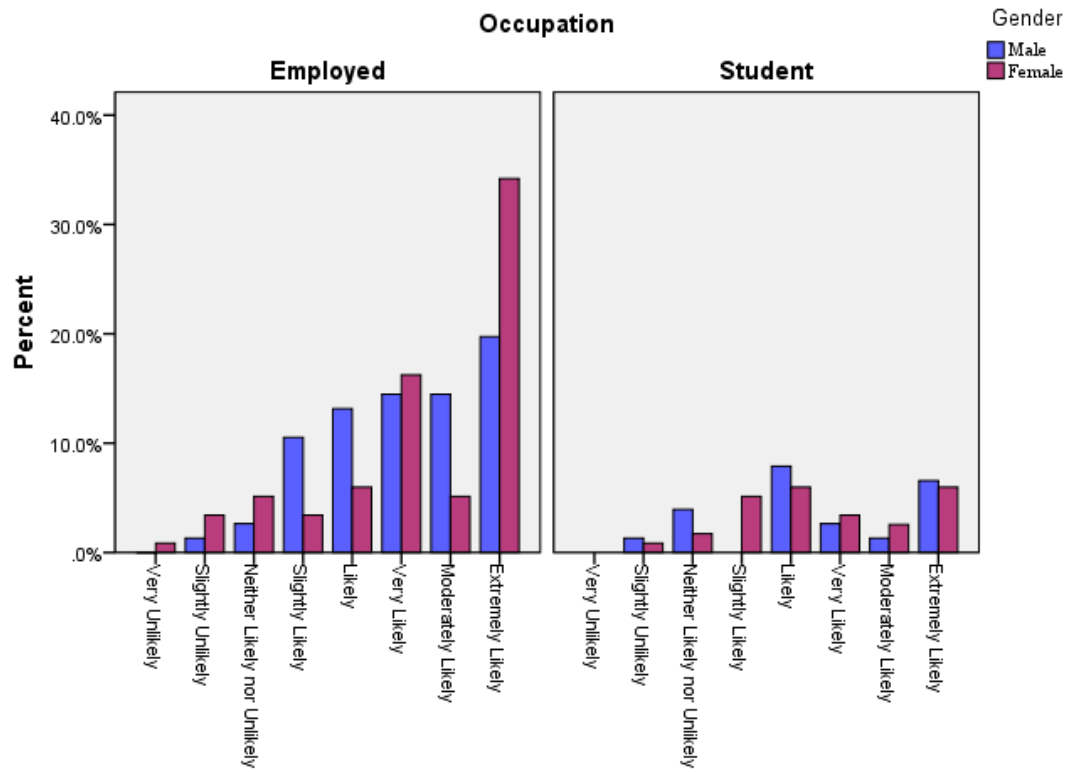Figure 12: Bar-chart for recommendation level

Table 7: An alternative beverage if TVN is not available

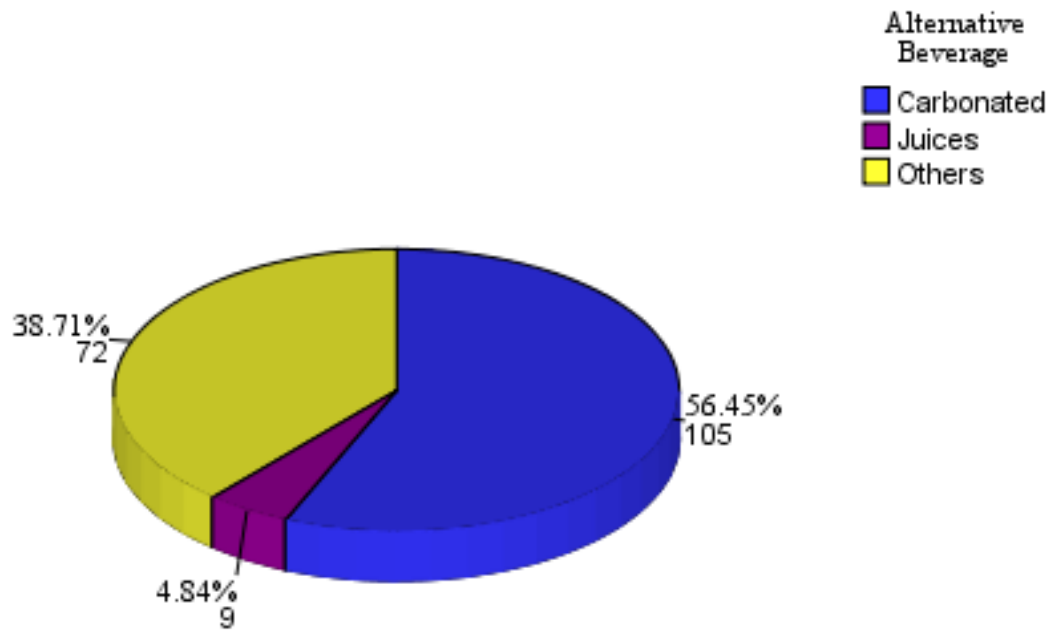| Occupation		Employed		Student		Total	
Gender		Male	Female	Male	Female	Male	Female
Carbonated	Count	29	43	10	23	39	66
	% of total	20.4%	30.3%	22.7%	52.3%	21.0%	35.5%
Juices	Count	3	6	-	-	3	6
	% of total	2.1%	4.2%	-	-	1.6%	3.2%
Others	Count	21	40	5	6	26	46
	% of total	14.8%	28.2%	11.4%	13.6%	14.0%	24.7%

Figure 13: Pie-chart for Alternative Beverage to TVN
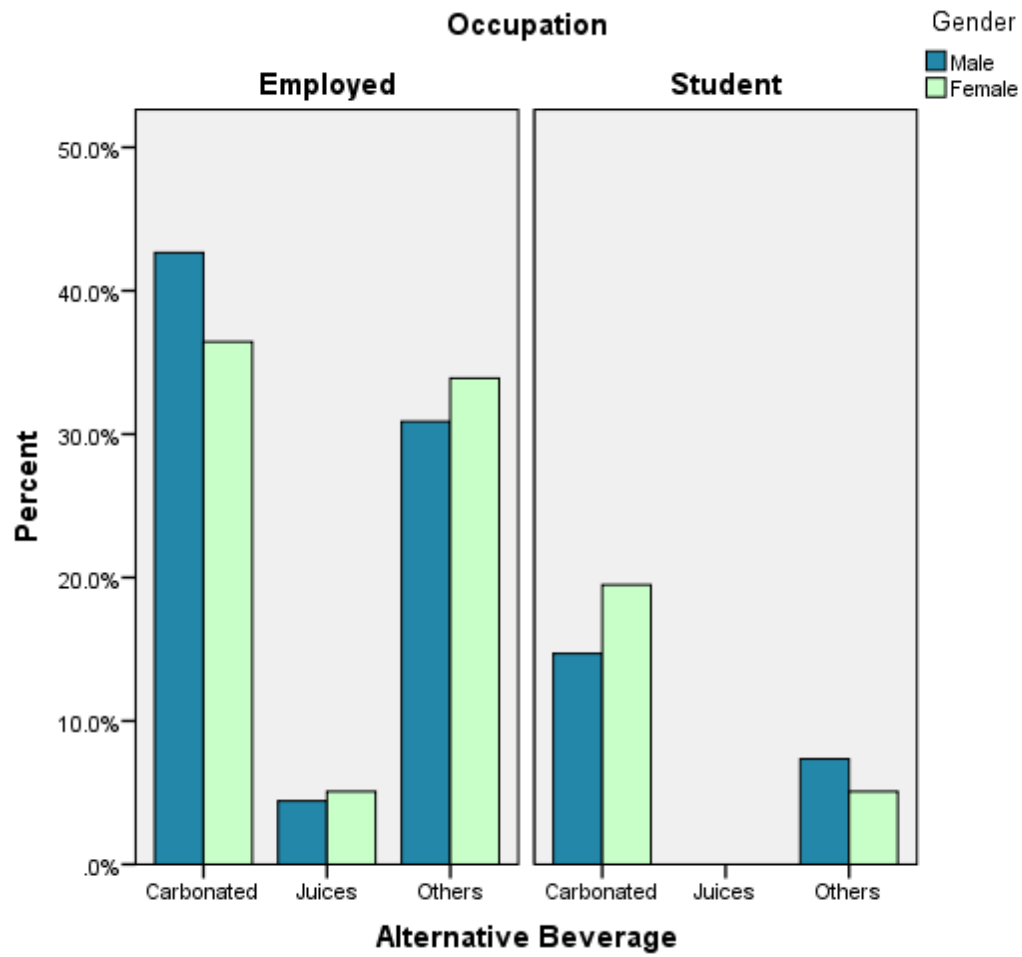
Figure 14: Bar-chart for Alternative Beverage to TVN

Table 8: Dislike about TVN

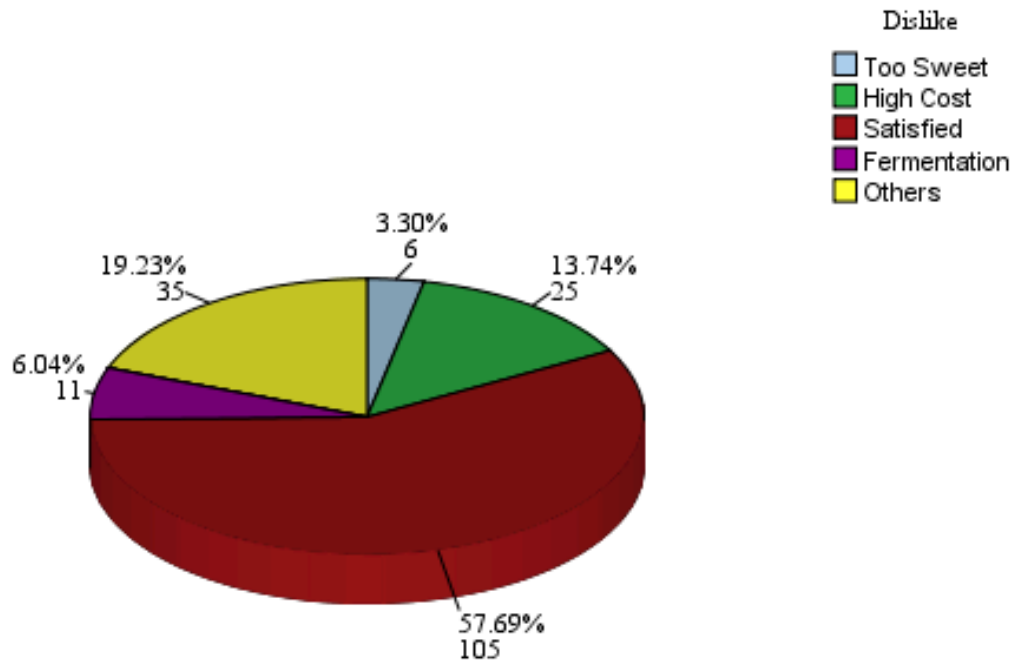| Occupation		Employed		Student		Total	
Gender		Male	Female	Male	Female	Male	Female
Too Sweet	Count	0	2	0	4	0	6
	% of total	0.0%	1.5%	0.0%	8.9%	0.0%	3.3%
High Cost	Count	10	5	2	8	12	13
	% of total	7.3%	3.6%	4.4%	17.8%	6.6%	7.1%
Satisfied	Count	29	59	8	9	37	68
	% of total	21.2%	43.1%	17.8%	20.0%	20.3%	37.4%
Fermentation	Count	3	5	2	1	5	6
	% of total	2.2%	3.6%	4.4%	2.2%	2.7%	3.3%
Others	Count	9	15	3	8	12	23
	% of total	6.6%	10.9%	6.7%	17.8%	6.6%	12.6%

Figure 15: Pie-chart for Dislike about TVN
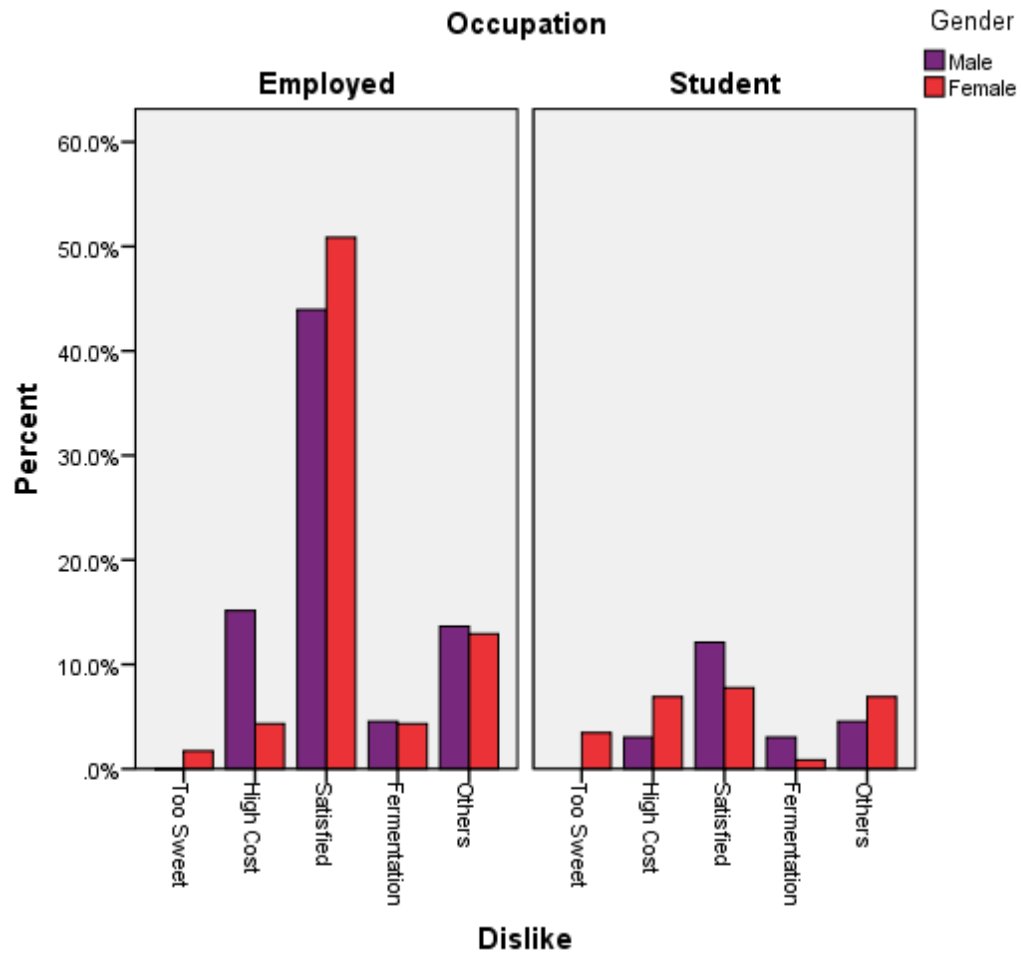
Figure 16: Bar-chart for Dislike about TVN