

Beverages

Q19

Thank you for taking out the time to fill out our survey! We intend to understand the Beverage category through your responses which would help us in launching a new Sparkling Water infused with real fruits!

This survey consists of 12 questions and it should take an average 5 minutes to complete.

Please reach out to the following in case of any queries regarding the survey -

Arwen Wang (arwen.wang@duke.edu)

Kewei Jiang(kewei.jiang@duke.edu)

Kieu Anh Nguyen (kieuanh.nguyen@duke.edu)

Taru Dharra (taru.dharra@duke.edu)

Vedant Sahay (vedant.sahay@duke.edu)

Q1

How often do you consume the following type of beverages?

| | Never (1) | Not Often (2) | Sometimes (3) | Often (4) | Very Often (5) |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Waters (Bottled Water, Flavoured, Infused Water, etc) (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Coffee & Tea (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Energy Drinks & Sports Drinks (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Soft Drinks (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Juice/Juice Beverages (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Dairy/Dairy Substitutes (6) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Alcoholic Beverages (7) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q4

Select all the attributes you would care about in your beverage.

- ☐ Flavour (1)
 - ☐ Sugar Content (2)
 - ☐ Price (3)
 - ☐ Level of Preservatives (4)
 - ☐ Nutrition Value (5)
 - ☐ Calories (6)
 - ☐ Sugar Substitutes (7)
-

Q6



Q5

How would you rank the following beverages? (Pictures above for reference)

1 - Highest ; 4 - Lowest

_____ Bai (Anti-oxidant infusion) (1)

_____ Hint Water (Vegan, Gluten Free, Kosher, No Preservatives) (3)

_____ Ayalas' Herbal Water (Pure, non-fizzy product infused with herbs) (5)

_____ Zpirit Infused Water (With Fruit Pulp) (6)

Q8 How many bottles on an average do you consume monthly of the best ranked product in the previous question?

☐ 0 (1)

☐ 1-5 (2)

☐ 6-10 (3)

☐ More than 10 (4)

Q7

Please choose one or more of your motivations in consuming a health oriented beverage.

- ☐ To improve my health (1)
 - ☐ To gain nutrition (2)
 - ☐ To become physically fitter (3)
 - ☐ To improve immunity (4)
 - ☐ To lose weight (5)
 - ☐ To maintain weight (6)
 - ☐ To suppress appetite (7)
 - ☐ To boost metabolism (8)
 - ☐ To detoxify the body (9)
 - ☐ To maintain hormonal balance (10)
 - ☐ To maintain an organic diet (11)
 - ☐ To avoid artificial ingredients (12)
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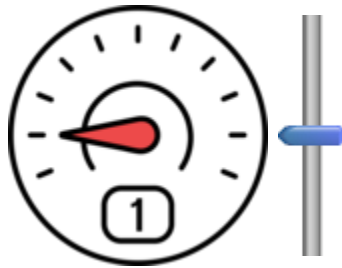
Q9



Q10
AIR WATER!

- Fresh and naturally infused with real organic fruits
 - Biodegradable and environment friendly
-

Q11 How likely are you to buy 'AIR WATER' ?



- 0 (0)
 - 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - 7 (7)
 - 8 (8)
 - 9 (9)
 - 10 (10)
-

Q21 Click to write the question text

- ☐ Click to write Choice 1 (1)
 - ☐ Click to write Choice 2 (2)
 - ☐ Click to write Choice 3 (3)
-



Q12 How much are you willing to pay in US \$ for a bottle of 'AIR WATER'?

Q13 How do you identify yourself?

☐ Female (1)

☐ Male (2)

☐ Other (4)

Q18 How old are you?

▼ Under 18 (11) ... 85 or older (19)

Q17 What is your highest level of education?

▼ Less than high school (11) ... Doctorate (17)

Q18 What is your current occupation?

▼ Employed full time (18) ... Disabled (24)

Q16 Additional Feedback on 'AIR WATER'
