



# Cadbury v/s Nestle

 Which do you prefer: Cadbury or Nestle? Rate each brand's taste, price, packaging, variety, and overall satisfaction in this quick survey! Your chocolate opinion matters! 

\* Indicates required question

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1. Email \*

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2. Gender \*

*Mark only one oval.*

☐ Male

☐ Female

☐ Other: 

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3. Age Group \*

*Mark only one oval.*

☐ under 18

☐ 18-25

☐ 26-40

☐ 41-59

☐ 60 and above

4. Which Chocolate Brand do you prefer? \*

*Mark only one oval.*

☐ Cadbury

☐ Nestle

5. How Frequently do you buy chocolates? \*

*Mark only one oval.*

☐ Daily

☐ Few times a week

☐ Few times a month

☐ Rarely

☐ Never

6. For Cadbury: \*

According to it's **Taste**, how would you like to rate it?

*Mark only one oval.*

1   2   3   4   5

Very ☐ ☐ ☐ ☐ ☐ Excellent

7. For Nestle: \*

According to it's **Taste**, how would you like to rate it ?

*Mark only one oval.*

1    2    3    4    5

Very ☐ ☐ ☐ ☐ ☐ Excellent

8. For Cadbury: \*

According to it's **Texture**, how would you like to rate it ?

*Mark only one oval.*

1    2    3    4    5

Very ☐ ☐ ☐ ☐ ☐ Excellent

9. For Nestle : \*

According to it's **Texture**, how would you like to rate it ?

*Mark only one oval.*

1    2    3    4    5

Very ☐ ☐ ☐ ☐ ☐ Excellent

10. Which products from your preferred brand do you like the most ? \*

*Mark only one oval.*

☐ Cadbury Dairy Milk

☐ Cadbury Silk

☐ Cadbury Bournville

☐ Nestle Kitkat

☐ Nestle Crunch

☐ Nestle Aero

☐ Other: \_\_\_\_\_

11. For **Cadbury**: \*

How about the packaging, is it attractive/interesting?

*Mark only one oval.*

☐ Yes

☐ No

12. For **Nestle**: \*

How about the packaging, is it attractive/interesting?

*Mark only one oval.*

☐ Yes

☐ No

13. Which brand do you consider the best value for its price? \*

*Mark only one oval.*

☐ Cadbury

☐ Nestle

14. Which Price range do you prefer to buy the most? \*

*Mark only one oval.*

☐ 5-10

☐ 20-40

☐ 50-90

☐ 100 & above

15. What do you like most about chocolate? \*

*Mark only one oval.*

☐ Taste

☐ Texture

☐ Mood enhancement

☐ Package

☐ Price

16. Which brand would you like to recommend to your friend ? \*

*Mark only one oval.*

☐ Cadbury

☐ Nestle