**REFERENCES**

**APPENDIX**

**QUESTIONNAIRE**

As part of Bcom Programme. I ASWATHI S NAIR studying in Don Bosco Arts and Science College Angadikadavu is doing a project on “CUSTOMER PERCEPTION TOWARDS MALAYORAM OIL PRODUCT WITH REFERENCE TO THALIPARAMBA THALUK”. Please be kind enough to provide the necessary information through this questionnaire. I assure you that the information you provide will only be used for academic purpose.

Name :…………………………….

1. Gender?

Male Female

1. Do you like Malayoram oil product?

Yes No None of these

1. Is Malayoram oil product famous in your place?

Yes No

1. Is Malayoram oil product a pure coconut oil?

Yes No None of these

1. Which type of Malayoram oil product is favourable for you?

Malayoram coconut oil K M coconut oil

Malayoram Rice Bran oilSunbell Sunflower oil

1. Period of using the Malayoram oil product?

Daily weekly

Monthly Yearly

1. Why do you prefer Malayoram oil product?

Quantity Price

Taste None of these

1. Which are the factors influence you to buy the Malayoram oil product?

Fair price Brand

Quantity Taste

1. Are you satisfied with Malayoram oil product?

Highly satisfied Satisfied

Moderately satisfied Dissatisfied

1. From where you get the information about this oil product?

Social media Newspaper

Friends Family

1. Who preferred Malayoram oil product to you?

Friends Neighbours Relatives

1. For what purpose do you use this oil product?

Cooking Hair oil None of these

1. In home how many of using this oil product/

All members Mother

Father Children

1. Have you ever felt that Malayoram oil product?

Yes No None of these

1. What is your opinion about the ingredients of Malayoram oil product?

Natural Chemical

1. Have you ever felt any side effects from Malayoram oil product?

Yes No