

Sri Lanka Institute of Marketing
Post Graduate Diploma in Marketing

Dear Sir/Madam,

This study is being conducted by Sri Lanka Institute of Marketing students as part of the Marketing research assignment. This is a questionnaire survey about Link Sudantha Toothpaste. This study is intended for educational purposes only. Please read all questions carefully, all your answers have worth this study.

Yours faithfully,

Amila Ekanayake

Please tick (×) the most relevant answer

1. Age

1. 16 - 30

2. 31 - 40

3. 41 - 50

4. Above 50

2. Gender

1. Male ☐

2. Female ☒

3. Occupation

1. Private ☐

2. Public ☒

3. Entrepreneur ☐

4. Student ☐

5. Unemployed ☐

4. Marital Status

1. Married ☒

2. Single ☐

3. Divorced ☐

5. Education level

1. O/L ☐

2. A/L ☐

3. Diploma/Degree ☒

4. Masters ☐

According to your experience, do you agree with the following statement?

Please tick “×” for each statement

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

No	Statement	1	2	3	4	5
Product						
Q1	I like the fragrance and taste of Link Sudantha Toothpaste				✓	
Q2	I like the packaging and labeling style of the Link Sudantha Toothpaste				✓	
Q3	I like the quality of the Link Sudantha Toothpaste				✓	
Q4	The material used to make the Link Sudantha Toothpaste is good				✓	
Q5	Whatever it takes I select Link Sudantha Toothpaste				✓	✓
Price						
Q6	I got seasonal discounts when I am purchasing Link Sudantha Toothpaste	✓	0			
Q7	Link Sudantha Toothpaste is value for money					✓
Q8	When compared to competitor products I got the best price				✓	
Place						
Q9	I get Link Sudantha Toothpaste delivered to my house	0	✓			
Q10	Is Link Sudantha Toothpaste available in outlets every time	✓	0			
Q11	Products are well stored for the customers to select	0	✓			

Q12	I am happy with the service of channel members					
Q13	Transportation of toothpaste is safe and convenient					
Promotions						
Q14	I'm satisfied with the advertising on the Link Sudantha Toothpaste					
Q15	Always I saw nice posters and, attractive billboards of Link Sudantha Toothpaste					
Q16	I got bonus packs from Link Sudantha Toothpaste					

Sales Volume

DV1. How many boxes do you purchase at a time?

1. ☐ 2. ☐ 3. ☐ 4. More than 3 ☐

DV2. How often do you purchase Link Sudantha Toothpaste?

1. Everyday ☐ 2. Twice a day ☐ 3. Once a week ☐ 4. Once a month ☐