

# **A Viral Questionnaire for Marketing Research**

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# Questionnaire

Product information comes from Migros database

## Question 5 of 15

Alnatura Kalamon Oliven 350g  
[Swiss flag]

Prefer this



mir egal

Prefer that



Obtain customer preferences

177K+



0



0



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# Your personality

## Your personality

1

### A Conscientious Eater

You watch what you eat. You need to know what's in your food. The calories in your food are important to you, as are the vitamins and minerals



Infer personality from mix of responses and customer information

2

### Chemicals and Acceptable Tradeoff

You are ambivalent toward organic food. You know that Nature is there primarily to defend herself and not to feed you. And you acknowledge that agriculture didn't get where it is today without advancements in the chemicals industry.



Customer compares himself with all other Migros customers

3

### Ein stolzer Sch

***Danke Schön***