**LIKERT SCALE**

**1-strongly disagree, 2-disagree, 3- Neutral, 4- Agree, 5- Strongly Agree**

1. I’m satisfied with the cost of the dairy milk.
2. I’m satisfied with the quality of the dairy milk.
3. I’m satisfied with the taste of the dairy milk.
4. I always find dairy milk in the market.
5. I find packaging of dairy milk appealing.
6. I feel the packaging of dairy milk is hygienic.
7. I am positively impacted by the advertisements of Dairy-Milk.
8. I get influenced to buy the dairy milk chocolates after seeing the advertisements.
9. I associate the Dairy Milk chocolates with the phrase “Shubh Arambh”.
10. I associate dairy milk with happiness.
11. I always prefer gifting dairy milk on the festive occasions (like Holi, Diwali, etc.).
12. I always prefer to be gifted dairy milk on the festive occasions (like Holi, Diwali, etc.).
13. The placement of the dairy milk in the stores influence my purchase decision.
14. I’m satisfied with the amount of sweetness added in the dairy milk.
15. I’m satisfied with the varieties offered by dairy milk.
16. I prefer buying dairy milk at least once a week.
17. I always recommend others to try out dairy milk.
18. I’m satisfied with the assorted chocolate box offered by dairy milk.
19. (Pic) I’m aware of the customized products that dairy milk offers on Valentines.
20. I feel the dairy milk customizations are a value addition for me.
21. I feel delighted after consuming dairy milk.
22. I get excited to try the new variants of dairy milk once it comes to the market.
23. I think the melting of dairy milk is a concern to me.
24. I think dairy milk is a perfect snack while travelling.
25. I would like an addition of wafer variant of dairy milk.
26. I think dairy milk chocolates spreads would be a great addition.
27. I find dairy milk is a healthy snack.
28. I would like healthy variants of dairy milk with less carbs.
29. I find dairy milk chocolates gives me energy after consuming.
30. It’s easy to use dairy milk chocolates for new homemade recipes of cookies, cakes etc.
31. I will be loyal to dairy milk irrespective of any new chocolate brands introduced to the market.