

	What is your age group?	What is your gender?	Which among the followin		Which of the following do	How often do you consu	What do you like most at	What additional features c	How do you perceive the	What price range do you	Where do you usually pu	How convenient is it for y	Which advertising chann	What kind of promotional	How likely are you to reco	any other suggestion	Score
	6/29/2024 0:56:16	18-25	male	Bournvita	Horlicks, Complian	Daily	Taste	Fortified with additional vit	Slightly Expensive	Below £200	Supermarket	Somewhat Convenient	Television	Social Media Contests	Likely		
	6/29/2024 1:09:38	18-25	male	Horlicks, Bournvita, Comp	Horlicks	Weekly	Taste	Organic Ingredients, Sug	Slightly Expensive	£200 - £300	Online Retailer	Somewhat Convenient	Social Media, Online Ads	Discounts	Likely		
	6/29/2024 1:13:30	18-25	male	Horlicks, Bournvita, Boost	None	Daily	Taste	New flavors, Fortified with	Reasonably Priced	£200 - £300	Grocery Store, Pharmacy	Very Convenient	Television	Free Samples	Likely		
	6/29/2024 6:27:12	18-25	male	Complan	Complan	Rarely/Never	Taste, Brand Trust	Organic ingredients, Sug	Reasonably Priced	£200 - £300	Supermarket, Grocery St	Very Convenient	Television	Health and Nutrition Work	Neutral		
	6/29/2024 6:50:12	18-25	Female	Boost	None	Rarely/Never	Taste	Organic ingredients	Slightly Expensive	Below £200	Grocery Store	Neutral	Online Ads	Health and Nutrition Work	Neutral		
	6/29/2024 6:06:13	18-25	Female	Horlicks, Bournvita, Boost	Horlicks	Monthly	Taste	New flavors	Reasonably Priced	£200 - £300	Pharmacy	Very Convenient	Television	Social Media Contests	Likely		
	6/29/2024 8:20:59	18-25	male	Bournvita	Bournvita	Daily	Nutritional Value	Sugar-free options	Slightly Expensive	£300 - £400	Grocery Store	Very Convenient	Online Ads	Health and Nutrition Work	Likely	No	
	6/29/2024 9:25:34	18-25	male	Horlicks	Bournvita	Daily	Taste, Nutritional Value, B	New flavors, Sugar-free o	Very Expensive	Below £200	Grocery Store	Very Convenient, Neutral	Television, Social Media	Discounts	Very likely	Good in taste	
	6/29/2024 9:28:13	18-25	male	Bournvita	None	Monthly	Taste	Fortified with additional vit	Reasonably Priced	Below £200	Grocery Store	Neutral	Television	Discounts	Likely		
	6/29/2024 9:32:15	36-45	Female	Bournvita	Bournvita	Rarely/Never	Taste, Brand Trust	New flavors, Sugar-free o	Cheap	Below £200	Grocery Store	Neutral	Television, Print Media	Discounts	Very likely		
	6/29/2024 9:32:31	Under 18	male	Bournvita	Bournvita	Daily	Taste, Nutritional Value, B	New flavors	Reasonably Priced	Below £200	Grocery Store, Online Ret	Very Convenient	Television, Online Ads	Discounts	Very likely		
	6/29/2024 9:36:26	36-45	Female	Horlicks	Horlicks	Rarely/Never	Taste, Brand Trust	New flavors, Organic ingre	Slightly Expensive	Below £200	Grocery Store, Online Ret	Very Convenient	Television, Print Media, O	Discounts	Very likely		
	6/29/2024 9:42:18	18-25	male	others	None	Rarely/Never	Packaging	Sugar-free options	Reasonably Priced	£200 - £300	Grocery Store	Neutral	Television	Discounts, Health and Nu	Very unlikely		
	6/29/2024 9:42:54	18-25	Female	Horlicks, Bournvita, Boost	None	Rarely/Never	Taste	Organic ingredients, Sug	Reasonably Priced	£200 - £300	Supermarket, Grocery St	Very Convenient	Television, Social Media	Health and Nutrition Work	Unlikely		
	6/29/2024 9:46:06	18-25	Female	Complan, others	Bournvita, Complan	Rarely/Never	Taste	New flavors, Organic ingre	Reasonably Priced	Below £200, £200 - £300	Grocery Store, Online Ret	Somewhat Convenient, N	Social Media	Free Samples	Neutral	Changing better to best	
	6/29/2024 9:47:46	18-25	male	others	Complan	Weekly	Nutritional Value	Sugar-free options	Very Expensive	Below £200	Pharmacy	Neutral	Online Ads	Social Media Contests	Likely	Very good	
	6/29/2024 9:52:57	18-25	male	Boost	None	Rarely/Never	Nutritional Value	Fortified with additional vit	Slightly Expensive	£300 - £400	Supermarket, Online Rete	Neutral	Social Media	Social Media Contests	Neutral		
	6/29/2024 9:53:45	18-25	male	others	Bournvita	Rarely/Never	Nutritional Value	Sugar-free options	Cheap	£200 - £300	Grocery Store	Neutral	Social Media	Social Media Contests	Neutral		
	6/29/2024 9:57:51	18-25	Female	others	Bournvita	Rarely/Never	Nutritional Value	Fortified with additional vit	Slightly Expensive	Below £200	Grocery Store	Very Convenient	Print Media	Health and Nutrition Work	Very likely		
	6/29/2024 9:59:38	18-25	Female	Bournvita	None	Rarely/Never	Taste	New flavors, Sugar-free o	Slightly Expensive, Reas	Below £200	Grocery Store	Very Convenient	Social Media	Free Samples	Likely		
	6/29/2024 10:02:34	18-25	male	others	Boost	Rarely/Never	Brand Trust	Sugar-free options, Forti	Reasonably Priced	Below £200	Grocery Store, Online Ret	Somewhat Convenient	Television, Social Media	Health and Nutrition Work	Neutral		
	6/29/2024 10:03:51	18-25	male	Bournvita	Bournvita	Weekly	Nutritional Value, Brand T	New flavors, Sugar-free o	Reasonably Priced	£200 - £300	Grocery Store, Pharmacy	Neutral	Social Media	Health and Nutrition Work	Likely	energetic	
	6/29/2024 10:04:07	18-25	male	Boost	Boost	Rarely/Never	Brand Trust	Organic ingredients, Diff	Slightly Expensive	Below £200	Grocery Store	Somewhat Convenient	Online Ads	Free Samples	Likely		
	6/29/2024 10:09:32	18-25	male	Bournvita	None	Daily	Taste	New flavors, Organic ingre	Reasonably Priced	Below £200	Grocery Store	Very Convenient	Television	Discounts	Likely		
	6/29/2024 10:10:07	18-25	male	others	None	Rarely/Never	Packaging	New flavors,	Very Expensive	£200 - £300	Supermarket	Somewhat Convenient	Social Media	Free Samples	Very likely		
	6/29/2024 10:10:55	26-35	male	Horlicks	Horlicks	Rarely/Never	Packaging	Sugar-free options	Slightly Expensive	Below £200	Supermarket	Somewhat Convenient	Television	Health and Nutrition Work	Very unlikely	No	
	6/29/2024 10:16:58	18-25	male	Horlicks	Horlicks	Daily	Taste	Organic ingredients	Slightly Expensive	Below £200	Grocery Store	Neutral	Online Ads	Free Samples	Likely	No	
	6/29/2024 10:28:47	18-25	male	Bournvita	Bournvita	Daily	Taste, Nutritional Value, B	New flavors, Organic ingre	Reasonably Priced	Below £200	Supermarket, Grocery St	Very Convenient	Television	Discounts, Free Samples, Neutral			
	6/29/2024 10:38:05	18-25	male	others	None	Rarely/Never	Packaging	They stop producing it	Very Expensive	Below £200	Supermarket	Inconvenient	Television	Free Samples	Very unlikely		
	6/29/2024 10:38:36	18-25	male	Bournvita	Bournvita	Daily	Nutritional Value	Fortified with additional vit	Slightly Expensive	Below £200	Supermarket	Neutral	Television	Health and Nutrition Work	Very likely	No	
	6/29/2024 10:38:41	18-25	male	Horlicks	None	Rarely/Never	Taste	Sugar-free options, Forti	Slightly Expensive	Below £200	Pharmacy	Somewhat Convenient	Social Media	Health and Nutrition Work	Likely	No	
	6/29/2024 10:38:59	18-25	male	Bournvita, others	Bournvita, None	Rarely/Never	Brand Trust	Sugar-free options	Slightly Expensive	Below £200	Grocery Store	Somewhat Convenient	Social Media	Health and Nutrition Work	Neutral	No suggestion	
	6/29/2024 10:42:49	18-25	Female	Bournvita	None	Daily	Taste	Organic ingredients, Sug	Slightly Expensive	Below £200	Supermarket, Grocery St	Neutral	Television	Discounts, Free Samples	Neutral		
	6/29/2024 10:43:02	18-25	male	Bournvita	None	Weekly	Taste	Sugar-free options, Forti	Slightly Expensive	Below £200	Grocery Store	Very Convenient	Television	Discounts	Neutral		
	6/29/2024 10:44:25	18-25	male	Horlicks, Complian	None	Monthly, Rarely/Never	Brand Trust, Packaging	New flavors	Slightly Expensive	Below £200	Supermarket	Neutral	Television	Discounts	Neutral	Make its taste better and you will see boom in sales .	
	6/29/2024 10:45:11	26-35	male	Bournvita	Bournvita	Daily	Taste, Nutritional Value, B	New flavors, Organic ingre	Very Expensive	£200 - £300	Grocery Store	Very Convenient	Online Ads	Social Media Contests, H	Very likely	Good	
	6/29/2024 10:47:53	18-25	male	others	None	Rarely/Never	Taste	At least give what they an	Slightly Expensive	Below £200	Supermarket	Very Convenient	Television	Health and Nutrition Work	Very unlikely		
	6/29/2024 10:49:05	18-25	male	Bournvita	None	Daily	Taste	Sugar-free options	Reasonably Priced	Below £200	Grocery Store	Very Convenient	Television	Health and Nutrition Work	Neutral		
	6/29/2024 10:56:49	18-25	male	Bournvita, Complian	Bournvita, Complian	Daily	Taste, Nutritional Value	New flavors, Organic ingre	Very Expensive	£200 - £300, £300 - £400	Grocery Store, Online Ret	Neutral	Print Media, Online Ads	Social Media Contests, H	Very likely	Bornvita is very good health and working to helping the body	
	6/29/2024 10:57:35	18-25	Female	Horlicks, Bournvita, Boost	Boost	Weekly	Taste, Brand Trust	New flavors, Different pac	Reasonably Priced	£200 - £300	Supermarket, Grocery St	Very Convenient	Television	Discounts	Neutral		
	6/29/2024 11:02:37	18-25	Female	Complan	Horlicks, Bournvita	Monthly	Nutritional Value, Brand T	New flavors, Organic ingre	Reasonably Priced	£200 - £300	Grocery Store	Somewhat Convenient	Television	Free Samples, Health and	Likely	No.	
	6/29/2024 11:06:17	18-25	Female	Bournvita	Bournvita	Daily	Nutritional Value	Sugar-free options	Reasonably Priced	Below £200	Pharmacy	Inconvenient	Television	Discounts	Likely		
	6/29/2024 11:09:41	18-25	Female	Horlicks	Horlicks	Weekly	Taste	New flavors	Slightly Expensive	Below £200	Pharmacy	Very Convenient	Online Ads	Discounts	Very likely	No	
	6/29/2024 11:19:19	18-25	male	others	None	Rarely/Never	Nutritional Value	Fortified with additional vit	Very Expensive	Above £400	Grocery Store, Pharmacy	Neutral	Television, Social Media	Discounts, Free Samples, Neutral			
	6/29/2024 11:19:39	26-35	male	others	None	Rarely/Never	Taste	Sugar-free options, Forti	Very Expensive	Below £200	Pharmacy	Neutral	Television	Health and Nutrition Work	Likely	Good health energetic life	
	6/29/2024 11:26:28	18-25	male	Bournvita	Horlicks	Daily	Taste	Organic ingredients, Sug	Reasonably Priced	£200 - £300	Grocery Store	Very Convenient	Television	Health and Nutrition Work	Very unlikely		
	6/29/2024 11:27:01	18-25	male	Bournvita, Boost	None	Rarely/Never	Taste	Sugar-free options	Reasonably Priced	Below £200	Grocery Store	Neutral	Television	Discounts	Neutral		
	6/29/2024 11:27:39	18-25	male	others	None	Rarely/Never	Packaging	Organic ingredients	Very Expensive	Below £200	Grocery Store, Online Ret	Neutral	Social Media	Health and Nutrition Work	Neutral		
	6/29/2024 11:30:06	18-25	male	others	None	Rarely/Never	Nutritional Value	Sugar-free options	Cheap	Below £200	Pharmacy	Neutral	Social Media	Health and Nutrition Work	Neutral		
	6/29/2024 11:35:58	18-25	male	Horlicks	None	Rarely/Never	Taste	Sugar-free options, Forti	Slightly Expensive	Below £200	Grocery Store	Somewhat Convenient	Television	Discounts, Health and Nu	Likely		
	6/29/2024 11:50:06	26-35	Female	Bournvita, others	Bournvita	Weekly	Taste, Nutritional Value	Organic ingredients	Reasonably Priced	£300 - £400	Supermarket	Very Convenient	Television	Health and Nutrition Work	Likely		
	6/29/2024 11:50:40	18-25	male	Bournvita	None	Rarely/Never	Taste	New flavors	Reasonably Priced	£200 - £300	Online Retailer	Very Convenient	Social Media	Free Samples	Neutral	No	
	6/29/2024 11:53:01	18-25	male	Bournvita	None	Rarely/Never	Packaging	Fortified with additional vit	Slightly Expensive	£300 - £400	Pharmacy	Neutral	Print Media	Social Media Contests	Unlikely		
	6/29/2024 11:53:16	18-25	male	others	None	Rarely/Never	Packaging	Organic ingredients	Slightly Expensive	£200 - £300	Grocery Store	Very Convenient	Television	Health and Nutrition Work	Neutral		
	6/29/2024 11:55:37	18-25	Female	Horlicks	Horlicks	Monthly	Taste	New flavors	Reasonably Priced	£200 - £300	Grocery Store	Very Convenient	Television	Free Samples	Likely	energetic	
	6/29/2024 12:02:53	18-25	male	others	None	Rarely/Never	Packaging	Sugar-free options	Reasonably Priced	Below £200	Supermarket	Neutral	Television	Discounts	Neutral, Unlikely	Nothing	
	6/29/2024 12:06:06	18-25	male	Horlicks, Bournvita	Horlicks, Bournvita	Daily	Nutritional Value	New flavors, Sugar-free o	Slightly Expensive	£300 - £400	Supermarket	Somewhat Convenient	Social Media	Discounts, Free Samples	Likely		
	6/29/2024 12:06:05	18-25	male	Bournvita	None	Weekly	Taste	Sugar-free options, Forti	Slightly Expensive	£200 - £300	Grocery Store, Online Ret	Neutral	Television	Health and Nutrition Work	Likely		
	6/29/2024 12:11:13	18-25	male	others	None	Rarely/Never	Taste	Sugar-free options	Reasonably Priced	£200 - £300	Grocery Store	Somewhat Convenient	Television	Discounts, Free Samples	Very unlikely		
	6/29/2024 12:21:19	18-25	male	others	None	Rarely/Never	Taste	Sugar-free options	Slightly Expensive	Below £200	Supermarket	Neutral	Television	Discounts	Neutral	No	
	6/29/2024 12:22:24	18-25	male	Horlicks, Bournvita, Comp	None	Rarely/Never	Packaging	Organic ingredients	Cheap	Below £200	Pharmacy	Neutral	Print Media	Free Samples	Very unlikely		
	6/29/2024 12:25:31	26-35	male	others	None	Rarely/Never	Packaging	Organic ingredients, Sug	Reasonably Priced	Below £200, £200 - £300	Supermarket, Grocery St	Very Convenient, Some	Television, Social Media	Discounts, Free Samples	Very unlikely		
	6/29/2024 12:47:05	18-25	Female	Complan, others	Horlicks, Bournvita, Comp	Weekly	Nutritional Value	New flavors, Sugar-free o	Reasonably Priced	Below £200, £200 - £300	Grocery Store, Pharmacy	Neutral	Social Media	Social Media Contests	Neutral		
	6/29/2024 13:04:11	18-25	male	Horlicks, Bournvita, Boost	None	Rarely/Never	Taste	New flavors	Very Expensive	Below £200	Supermarket	Very Convenient	Television	Discounts	Very likely	No	
	6/29/2024 13:31:46	18-25	male	others	None	Rarely/Never	Taste	Sugar-free options	Reasonably Priced	Below £200	Pharmacy	Neutral	Online Ads	Health and Nutrition Work	Very unlikely	Ok	
	6/29/2024 14:35:54	18-25	male	Bournvita	Complan	Daily	Taste	Sugar-free options, Forti	Reasonably Priced	Below £200	Grocery Store	Very Convenient	Television	Discounts, Free Samples	Neutral		
	6/29/2024 16:56:26	18-25	male	Horlicks	Horlicks	Rarely/Never	Brand Trust	New flavors	Reasonably Priced	£300 - £400	Grocery Store	Somewhat Convenient	Online Ads	Health and Nutrition Work	Very likely		
	6/29/2024 17:55:50	18-25	male	Horlicks, Bournvita, Boost	None	Rarely/Never	Taste	Sugar-free options	Reasonably Priced	Below £200	Supermarket, Grocery St	Very Convenient, Some	Television, Social Media	Discounts, Health and Nu	Likely		
	6/29/2024 19:01:57	18-25	male	others	None	Daily	Taste	Organic ingredients	Reasonably Priced	Below £200	Online Retailer	Very Convenient	Social Media	Discounts	Neutral	Nice product	
	6/29/2024 20:01:19	18-25	male	others	None	Rarely/Never	Nutritional Value	Sugar-free options	Reasonably Priced	Below £200	Pharmacy	Very Convenient	Television	Discounts	Neutral, Unlikely		
	6/30/2024 14:19:49	18-25	male	Bournvita, others	None	Rarely/Never	Packaging	knivwrej	Cheap	Below £200	Pharmacy	Inconvenient	Online Ads	Health and Nutrition Work	Very unlikely		
	6/30/2024 18:31:31	26-35	male	others	None	Rarely/Never	Nutritional Value	Fortified with additional vit	Reasonably Priced	Below £200	Grocery Store	Neutral	Television, Social Media	Free Samples, Health and	Likely		
	6/30/2024 20:20:14	18-25	Female	others	None												