SERVEY QUESTIONNAIRE

RECIPIENT: IQRA UNIVERSITY

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ID: \_\_\_\_\_\_\_\_

Gender: Male Female

1. What type of drink you like to have?
   * Hard drink
   * Soft drink
   * energy drink
   * Milk
   * Tea
2. Have you ever tried Lipton Ice Tea?
   * Yes
   * No
3. How often do you consume tea in a day?

* Once
* Twice
* Thrice
* More

1. What will you prefer more?
   * Lipton ice tea
   * Other soft drink
2. Would you like to try new flavors of Lipton Ice Tea?
   * Strongly Disagree
   * Disagree
   * Neutral
   * Agree
   * Strongly Agree
3. At which price would you like to buy Lipton Ice Tea?

* 25rs
* 30rs
* 35rs
* 40rs
* 45rs

1. When do you consume Lipton Ice Tea?

* During work
* With friends
* Early in the morning
* After lunch
* With snacks

1. Give Lipton Ice Tea an adjective.

* Refreshing
* Awesome
* Yuck
* More
* Awful

1. Do you think sugar free ice tea should be introduced to attract health conscious people?

* Yes
* No
* Maybe

1. What factors do you keep in mind while purchasing a drink?

* taste
* brand name
* price
* promotion

1. How do you rate Lipton Ice tea?

* Excellent
* Very good
* Good
* Fair
* Poor

1. Having tea to me is\_\_\_\_\_\_\_.

* Not at all important
* Not very important
* Neither Important
* Very important
* Extremely important

1. Before purchasing a product you pay attention to the contents/ingredients & expiry date of the product?

* Strongly Disagree
* Disagree
* Neither Agree Or Disagree
* Agree
* Strongly Agree

1. How likely you Are to purchase our “Lipton ice tea” if available?

* Definitely buy
* Probably buy
* Not sure
* Probably not buy
* Definitely not buy

1. Give us an opinion about ice tea?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Do you think iced tea has refreshed your mind?

* Strongly Disagree
* Disagree
* Neither Agree Or Disagree
* Agree
* Strongly Agree

1. Does u think iced tea have influenced you to drink more twice a day?

* Strongly Disagree
* Disagree
* Neither Agree Or Disagree
* Agree
* Strongly Agree