

QUESTIONNAIRE

CUSTOMERS PERCEPTION TOWARDS NESTLE PRODUCT IN RANNY TALUK

I am hereby declared that the information supplied by you will be used only for academic purpose and the personal detail will be kept confidential.

1. Name:

2. Age : Below 10 ☐ 11-20 ☐

21-40 ☐ above 41-50 ☐

3 . Gender: Male ☐ Female ☐

4. Educational Qualification:

10th ☐ 12th ☐

Graduate ☐ P.G ☐

5. Marital Status: Single ☐ Married ☐

6. Income level : Below 10000 ☐ 10000- 20000 ☐

20000-40000 ☐ above 40000 ☐

7. Have you heard of Nestle?

Yes ☐ No ☐

8. Have you tried Nestle product?

Yes ☐ No ☐

9. Which of the following products of Nestle can you recall?

Kit Kat Nescafe

Lactogen ☐ Maggie ☐

Everyday ☐ Above all ☐

10. Why is Nestle product your favorite?

Quality ☐

Quantity ☐

Taste ☐

Packaging ☐

11. How frequently do you use Nestle product?

Daily ☐

Weekly ☐

Monthly ☐

None ☐

12. Which is your favorite category of Nestle product?

Chocolate ☐

coffee ☐

Health Drink ☐

Food ☐

13. Are you satisfied with features of Nestle?

Overall performance ☐

Verity in product offer ☐

Accessibility ☐

14. Do you agree with this statement?

Customer perception and customer satisfaction are the key channel To know the heart of customers'

Yes ☐

No ☐

15. What is the prominent factor that makes you to purchase Nestle product?

Price ☐

Quality ☐

Quantity ☐

Advertisement ☐

16. Are you satisfied with regard to the safety of Nestle product?

Not Satisfied ☐

Satisfied ☐

Very Satisfied ☐

17. Have you heard about the problem related to Maggie?

Yes ☐ No ☐

18. Are you still using Maggie?

Yes ☐ No ☐

19. Are you satisfied with the quality after reintroducing Maggie?

Yes ☐ No ☐

20. State Your recommendation or suggestions regarding Nestle Products: