

## **QUESTIONNAIRE FOR CONSUMERS**

### **Impact of product planning & development in DAIRY Industry (A Case Study of Jaipur Dairy)**

1. Name of the Respondent : .....
2. Age
  - (a) Below 30 years
  - (b) 31-40 years
  - (c) 41-50 years
  - (d) Above 50 years
3. Educational Qualification
  - (a) Below 10th Pass
  - (b) 10+2
  - (c) Graduate
  - (d) Post Graduate
  - (e) Any other
4. Occupation
  - (a) Employment
  - (b) Business
  - (c) professional
  - (d) Any other
5. Monthly Income
  - (a) Below Rs. 5000 (b) Rs. 5000-Rs. 10,000
  - (b) Rs. 10,000 - Rs. 15,000 (d) Rs. 15,000 and above
6. Are you aware of the different types of milk product available in market ?
  - (a) Yes (b) No
7. If yes the varieties you know
  - (a) Paneer (b) Milk (c) Ghee (d) Shrikhand
8. Are you aware of the different Dairy brands available in the market?
  - (a) Yes (b) No

9. If yes, the Brands you are aware of :  
(a) Saras (b) Amul (c) Mother Dairy (d) Lotus
10. How do you aware of the brands ?  
(a) Word of Mouth (b) Advertisement  
(c) Company Sales Persons (d) Agents  
(e) Any other
11. Presently brand of milk you are using ?  
(a) Saras (b) Lotus (c) Amul  
(d) Mother Dairy (e) Milk boy
12. What factors influenced you to by this brand ?  
(a) Quality (b) Easy availability (c) Price  
(d) Dealer relationship (e) Attractive packing (f) Regular supply
13. Which type of milk you prefer to buy ?  
(a) T.M/ Saras Taza (b) DTM/Saras Smart  
(c) S.M. /Saras Lite (d) Saras Gold  
(e) S.M./ Saras Shakti
14. The reasons for preferring the above milk.  
(a) Quality of Milk (b) Price  
(c) Easy Availability (d) Any other
15. How long have been using the present brand of milk?  
(a) One year (b) Two year  
(c) Three years (d) Four year s and above
16. Which company do you prefer for purchasing these dairy products  
(Please tick mark)

Product	Company name
(a) Ghee	Saras, Amul Lotus, Mother Dairy
(b) Panneer	Saras, Amul Lotus, Mother Dairy
(c) Butter	Saras, Amul Lotus, Mother Dairy
(d) Dhi	Saras, Amul Lotus, Mother Dairy
(e) Shrikhand	Saras, Amul Lotus, Mother Dairy
(f) Cheese	Saras, Amul Lotus, Mother Dairy
(g) Lassi	Saras, Amul Lotus, Mother Dairy
(h) Chach	Saras, Amul Lotus, Mother Dairy
(i) Flavour Milk	Saras, Amul Lotus, Mother Dairy

17. Which Brand of Ice- Cream you prefer most.  
 (a) Saras (b) Amul (c) Vadilal (d) others
18. Would you please specify the reasons for purchasing Saras brand milk?  
 a) Reliability/purity. b) Regular Supply.  
 c) Easy availability d) Reasonable price.  
 e) Attractive packaging f) Safe for consumption.
19. If you are not using SARAS brand, milk then specify the reasons:  
 a) Do not like taste/smell b) It is not fresh.  
 c) Irregular supply. d) Highly priced.  
 e) Poor Packaging. f) Credit facility not available.  
 g) Inconvenience in procuring.  
 h) Cream is removed. i) Behaviors of booth agent.  
 j) Other (if any).
20. In what manner Jaipur Dairy product are deferent from other dairies.  
 (a) Price (b) Packing (c) Hygiene (d) Quality
21. Jaipur Diary is more innovative in terms of product development in compression to other dairies ?  
 (a) Yes (b) No
22. In terms of packaging Jaipur Dairy products are superior in comparisons to others Dairies Products  
 (a) Yes (b) No
23. Please rank the factors you considered in the quality of Jaipur Dairy product.
- |                     |   |   |   |   |   |     |
|---------------------|---|---|---|---|---|-----|
| (a) Density of Milk | 5 | 4 | 3 | 2 | 1 | [ ] |
| (b) Creaminess      | 5 | 4 | 3 | 2 | 1 | [ ] |
| (c) Freshness       | 5 | 4 | 3 | 2 | 1 | [ ] |
| (d) Hygiene         | 5 | 4 | 3 | 2 | 1 | [ ] |
| (e) Taste           | 5 | 4 | 3 | 2 | 1 | [ ] |

24. Give the rank of saras milk products in terms of price. (Please Tick mark) ( )

	Product	Highly Price	Reasonable Price	Law Price
(i)	Milk			
(ii)	Ghee			
(iii)	Panneer			
(iv)	Butter			
(v)	Dhi			
(vi)	Shrikhand			
(vii)	Cheese			
(viii)	Lassi			
(ix)	Chach			
(x)	Flavour Milk			

25. Are you satisfied with the product of Jaipur Dairy

(a) Yes (b) No

26. If Yes, the reasons for the satisfaction ?

(a) Easy Availability	(b) Density of Milk
(c) Creaminess	(d) Freshness
(e) Hygiene	(f) Taste
(g) Price	(h) Any other

27. Do you have any leakage of milk packets problem ?

(a) Always (b) Quite often (c) Sometimes (d) Never

28. What is your opinion about the quality of Jaipur Dairy products ?

(a) Excellent (b) Average (c) Good (d) Very good

29. What are the area were Jaipur Dairy need further improvement?

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30. Give the list of the products which are quality products of Jaipur dairy?

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31. Any other suggestion for product development in Jaipur Dairy ?

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## **QUESTIONNAIRE FOR DEALERS & AGENTS**

### **Impact of product planning & development in DAIRY Industry (A CASE STUDY of Jaipur Dairy)**

1. Name of the Respondent : .....
2. Booth No. : .....
3. Address : .....
4. Which Dairy products do you sale ?  
(a) Saras (b) Lotus (c) Mother dairy (d) Amul
5. What products you are dealing ?  
(a) Chach (b) Ghee (c) Flavoured Milk  
(d) Shrikhand (e) Paneer (f) Curd (g) All
6. In dairy product which company product demand is higher ?  
(a) Saras (b) Amul (c) Lotus  
(d) Mother dairy (e) others
7. Why do you like to sale Dairy products in comparison to other dairy products ?  
(a) Quality/demand (b) Brand/ Packing  
(c) Price (d) Availability
8. Do you receive good commission on Saras Dairy Products ?  
(a) Yes (b) No
9. Do you sale Jaipur Dairy products on demand of customers ?  
(a) Yes (b) No
10. Does Jaipur make you reach supply at the right time ?  
(a) Yes (b) No
11. Which type of milk your consumer to buy ?  
(a) Tonned milk (b) Double tonned milk (c) Whole Milk  
(d) Skimmed Milk (e) Standard milk

12. In your point of view the reasons for the customer preferring the above milk.  
(a) Quality of Milk (b) Price (c) Easy Availability (d) Any other
13. Are your customer satisfied with the present brand of milk you are Selling ?  
(a) Yes (b) No
14. If YES, the reasons for the satisfaction ?  
(a) Easy Availability (b) Density of Milk  
(c) Creaminess (d) Freshness  
(e) Hygiene (f) Taste  
(g) Price (h) Good Supply
15. Which product is the most selling product of Saras Dairy ?  
(a) Milk (b) Paneer (c) Ghee (d) Shrikhand  
(e) butter (f) Lassi (e) Chachh (f) Dahi  
(g) Ice-cream
16. How Much milk you sell in a day ?  
(a) Below 100 Lts. (b) 100-200 Lts.  
(c) 200-300 Lts. (d) 300 Lts and above
17. Which problems do you find in Japur dairy products ?  
(a) Poor Packing (b) Irregular supply  
(c) Leakage the milk packet (d) Credit facility not available.
18. Do you have any leakage of milk problems ?  
(a) Always (b) Quite Often (c) Sometimes (d) Never
19. Is the milk union compensating for the leakages and spoiled packets ?  
(a) Yes (b) No
20. How do you react with customer's complaints related to Jaipur dairy products ?  
(a) Refuse to take back  
(b) To solve the complaints  
(c) Consider the customer mistake

(d) To compensate in case of default

21. Suppose Saras want to come out with a sales promotion scheme for its milk and milk products, which of the following would attract you, the most.

- (a) Quantity discount (b) Price  
(c) Gift Coupons (d) Lucky draw.

22. What are the sales promotion and distribution open given to you by saras ?

- (a) Commission/margin (b) Gifts and Benefits  
(c) Easy abilities (d) Delivery  
(e) Credit Facility

23. What is your opinion about the service rendered by milk union ?

- (a) Excellent (b) Good (c) Average (d) Bad

24. Do you have storage facilities ?

- (a) Yes (b) No

25. If Yes, who provided the storage facilities ?

- (a) own (b) milk union (c) hiring (d) Any other

26. Any Suggestions

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