

Consumer Behavior in FMCG Market: A Study of Preferences Towards Coffee in India

Hi! I am a student pursuing my Masters in Business Administration conducting a survey to study the consumer behavior in the FMCG market India. I will be grateful to you if you can take out five to ten minutes of your time to fill out this small questionnaire. Your responses will remain confidential and they will help me analyse the impact of marketing strategies on the consumer behavior of the people in India.

* Required

Demographic Profile

1. Please select your gender *

Check all that apply.

Female

Male

Other: _____

2. Please select your age *

Check all that apply.

18-35 Years

36-50 Years

51-65 Years

66-Above Years

3. Please select your educational qualification *

Check all that apply.

- Secondary (Class 10)
- Higher Secondary (Class 12)
- Graduate (Bachelors)
- Post Graduate (Masters)
- Others

4. Please select your occupation *

Check all that apply.

- Student
- Salaried
- Self Employed
- Business Owner
- Home Maker
- Retired

5. Please choose your geographical area where you currently reside *

Check all that apply.

- North India
- East India
- West India
- South India

Life Style

6. What is your most preferred coffee brand? Please select any one option. *

Check all that apply.

- Nescafe
- Bru
- Tata
- Cafe Coffee Day

7. What time do you generally consume coffee at? Please select any one option. *

Check all that apply.

- Morning
- Afternoon
- Evening
- Whenever Needed

8. Whom do you like to have coffee with? Please select any one option. *

Check all that apply.

- Family
- Friends
- Neighbors
- Alone

9. Where do you prefer to drink coffee? Please select any one option. *

Check all that apply.

- Home
- Work Place
- Coffee Shop
- Restaurant

10. Where do you purchase your coffee powder from? Please select any one option. *

Check all that apply.

- Local Grocery
- Super Market
- Online

11. What is the most important factor while buying coffee powder? Please select any one option. *

Check all that apply.

- Price
- Taste
- Ease of use
- Availability
- Packaging
- Advertisement
- Sales Promotions (Discount on MRP, Buy 1 Get 1 Free,etc.)

Thank you very much for taking out the time to fill up this survey.

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