

Survey questionnaire on Ready to Drink Cocktail

Name of the Respondent			
Address of the Respondent			
		PIN CODE:	
Land mark			
Phone no. of the respondent			
Email address of the respondent			

Interview start time (HHMM)				Interview end time (HHMM)			

Length of the interview				Date of interview			
			Mins			1	2

Name of Interviewer		Intr. Code			
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QUOTA GRID			
Gender	Code		
Male	1		
Female	2		
Drinking Habit	Code	Cocktail consumption	
New entrants	1	Tried cocktail previously	1
Core beer drinkers	2	Never tried cocktail previously	2

SPEAK TO ADULT ONLY

REPEAT INTRODUCTION IF REQUIRED
Good_____ or Namaste! I am _____ (MENTION YOUR NAME) from XXXXXXXX, a leading market research organization. **Before starting this interview, I wish to confirm that this interview complies with the Market Research Society of India (MRSI) and International code of ethics for market research.** Please be assured that all information given by you will be kept strictly confidential and not revealed to our client with your name/contact details without your prior permission. The response collected will be added together with the responses of others before presenting the findings. Under no circumstance will this information be used for sales or any commercial purpose.
Do you have any queries before I start the interview? For further clarification, you may also contact my senior at IMRB International at any point during this interview.

INTERVIEWER TO CLARIFY AND PROVIDE ASSURANCE

SECTION A: PRE-TASTE VISUAL MEASURES

Thank you for agreeing to participate in this exercise. Today I would like you to taste a new drink product and give me your views and opinion on this. I guarantee that this product is of good quality and from a reputed manufacturer. Please keep in mind that we need your honest and frank opinion.

First, I would like to show you a description of this product. **INSTRUCTION TO THE INTERVIEWER: HANDOVER THE CONCEPT CARD TO THE RESPONDENT. SAY:** Please have a look at this description. Take your own time to go through it. This is the product that we would like your opinion on.

A1a **Taking everything that you have seen & read in this concept** into consideration, could you tell me which of these best describes your opinion of the concept?

	CODE
Very poor	1
Poor	2
Neither poor nor fair	3
Fair	4
Good	5
Very good	6
Excellent	7
DK/CS (Not on card)	8

- A1b

What if anything did you particularly like in the concept? **RECORD VERBATIM** What else? **PROBE FULLY**
- A1c

What if anything did you particularly not like in the concept? **RECORD VERBATIM** What else? **PROBE FULLY**

SECTION B: POST TASTE MEASURES – FIRST LEVEL MEASURES

INSTRUCTIONS FOR INTERVIEWER: -

1. ASK RESPONDENT TO TASTE THE COCKTAIL. ASK THE RESPONDENT TO CHECK THE TASTE OF THE DRINK. IF REQUIRED, RESPONDENT CAN TAKE MORE SIPS.
2. GIVE ABOUT 1–2 MINUTES TO THE RESPONDENT FOR SIPPING THE DRINK.
3. ASK THE QUESTIONS THAT FOLLOW

SHOW CARD OPINION

- C1
- Now you have seen, smelt and tasted this cocktail. Please tell me, taking all aspects into consideration, which of these best describes your overall opinion of this cocktail

	CODE
Very poor	1
Poor	2
Neither poor nor fair	3
Fair	4
Good	5
Very good	6
Excellent	7
DK/CS (Not on card)	8

- C2a
- Could you please tell me what you **liked** about this cocktail? What else? **PROBE IN DETAIL AND RECORD VERBATIM**

- C2b
- Could you please tell me what you **did not like** about this cocktail drink? What else? **PROBE IN DETAIL AND RECORD VERBATIM**

- C3a
- Does this remind you of any other drink or beverage?

Yes	1	ASK C3b
No	2	GOTO C4

- C3b
- IF CODED YES IN C3a:** Which drink or beverage does it remind you of? What else? **PROBE IN DETAIL AND RECORD VERBATIM**

SAY: I would like you to now rate this cocktail on various parameters

SHOW SCALE CARD OPINION 2

- C5a_.
- Taking the overall taste of the cocktail into consideration, could you please rate this cocktail on a scale of 0 to 10 where 0 means you feel it is extremely poor on taste and 10 means you feel it is extremely good on taste. You can assign any number between 0 and 10 to express your opinion on the taste. **CODE BELOW**

Extremely poor										Extremely good
0	1	2	3	4	5	6	7	8	9	10

SHOW SCALE CARD FRESHNESS

- C5b.
- Now, taking the freshness of the cocktail into consideration, could you please rate this cocktail on a scale of 0 to 10 where 0 means you feel the cocktail is not at all fresh and 10 means you feel it is very fresh. You

can assign any number between 0 and 10 to express your opinion on the freshness of the cocktail. **CODE BELOW**

Not at all fresh										Very fresh
0	1	2	3	4	5	6	7	8	9	10

C5c. **SHOW SCALE CARD NATURAL TASTE**

Now, taking the naturalness of the taste of the cocktail into consideration, could you please rate this cocktail on a scale of 0 to 10 where 0 means you feel the taste is artificial and hence not at all natural and 10 means you feel the taste is completely natural. You can assign any number between 0 and 10 to express your opinion on the naturalness of the taste of the cocktail. **CODE BELOW**

Extremely artificial										Extremely natural
0	1	2	3	4	5	6	7	8	9	10

SHOW SCALE CARD BLEND / MIX

C5d. Now, taking the blending of ingredients in this cocktail into consideration, could you please rate this cocktail on a scale of 0 to 10 where 0 means you feel the mix of ingredients is not at all blended and 10 means you feel it is very well blended. You can assign any number between 0 and 10 to express your opinion on the kick of the cocktail. **CODE BELOW**

Not at all blended										Very well blended
0	1	2	3	4	5	6	7	8	9	10

SHOW SCALE CARD OPINION 2

C7a. Now, taking the smoothness of the cocktail into consideration, could you please rate this cocktail on a scale of 0 to 10 where 0 means you feel it is not at all smooth and 10 means you feel it is very smooth. You can assign any number between 0 and 10 to express your opinion on the smoothness. **CODE BELOW**

Not at all smooth										Very smooth
0	1	2	3	4	5	6	7	8	9	10

SHOW SCALE CARD BITE

C8a. Now, take the bite of the cocktail into consideration. **by bite, I mean the taste that you get at the back of your tongue when you drink the cocktail.** Could you please rate this cocktail on a scale of 0 to 10 where 0 means you feel it has no bite at all and 10 means you feel it has a very strong bite. You can assign any number between 0 and 10 to express your opinion on the bite. **CODE BELOW**

No Bite at all										Very strong bite
0	1	2	3	4	5	6	7	8	9	10

SHOW SCALE CARD SWEETNESS

C9a. Now, taking the sweetness of the cocktail into consideration, could you please rate this cocktail on a scale of 0 to 10 where 0 means you feel it is not at all sweet and 10 means you feel it is very sweet. You can assign any number between 0 and 10 to express your opinion on the sweetness. **CODE BELOW**

Not at all sweet										Very sweet
0	1	2	3	4	5	6	7	8	9	10

SHOW SCALE CARD SOURNESS

C10a. Now, taking the sourness of the cocktail into consideration, could you please rate this cocktail on a scale of 0 to 10 where 0 means you feel it is not at all sour and 10 means you feel it is very sour. You can assign any number between 0 and 10 to express your opinion on the bitterness. **CODE BELOW**

Not at all sour										Very sour
0	1	2	3	4	5	6	7	8	9	10

SHOW SCALE CARD BITTERNESS

C11a. Now, taking the bitterness of the cocktail into consideration, could you please rate this cocktail on a scale of 0 to 10 where 0 means you feel it is not at all bitter and 10 means you feel it is very bitter. You can assign any number between 0 and 10 to express your opinion on the bitterness. **CODE BELOW**

Not at all bitter										Very bitter
0	1	2	3	4	5	6	7	8	9	10

SHOW SCALE CARD STRENGTH

C12a. Now, taking the **strength of the cocktail** into consideration, could you please rate this cocktail on a scale of 0 to 10 where 0 means you feel it is not at all strong and 10 means you feel it is very strong. You can assign any number between 0 and 10 to express your opinion on the strength of the cocktail. **CODE BELOW**

Not at all strong										Very strong
0	1	2	3	4	5	6	7	8	9	10

SHOW SCALE CARD OPINION 2

C13a. Now, taking the **aftertaste of the cocktail** into consideration, could you please rate this cocktail on a scale of 0 to 10 where 0 means you feel the aftertaste is extremely poor and 10 means you feel the aftertaste is extremely good. You can assign any number between 0 and 10 to express your opinion on the aftertaste of the cocktail. **CODE BELOW**

Extremely poor										Extremely good
0	1	2	3	4	5	6	7	8	9	10

SHOW SCALE CARD KICK

C16a. Now, taking the **kick of the cocktail** into consideration, could you please rate this cocktail on a scale of 0 to 10 where 0 means you feel the kick is not at all strong and 10 means you feel it has a very strong kick. You can assign any number between 0 and 10 to express your opinion on the kick of the cocktail. **CODE BELOW**

Not at all strong										Very strong
0	1	2	3	4	5	6	7	8	9	10

SECTION D: OTHER MEASURES

SHOW CARD INTENTION TO TRY

D1a If this cocktail was available in the market can you tell me which of these best describes your likelihood of trying this cocktail?

I will definitely try it	5
I will probably try it	4
I may or may not try it	3
I will probably not try it	2
I will definitely not try it	1
DK/CS	6

SCALE CARD RELATIVE LIKING

D1b Which of these best describes your liking of this product versus freshly prepared cocktails? **CODE BELOW**

Like this product better than freshly prepared cocktails	1
Like this product to an equal extent as freshly prepared cocktails	2
Like this product less than freshly prepared cocktails	3

SHOW CARD RECOMMENDATION

D3 How likely are you to recommend this drink to other people like you?

I will definitely recommend it	5
I will probably recommend it	4
I may or may not recommend it	3
I will probably not recommend it	2
I will definitely not recommend it	1
DK/CS	6

D4a Please tell me what all flavours did you feel this cocktail contains. You can mention one or more, depending on what you felt you tasted. **RECORD VERBATIM**

D4b Please tell what all types of liquor did you feel this cocktail contains. You can mention one or more, depending on what you felt you tasted. **READ OUT OPTIONS ONE BY ONE. MULTIPLE CODING POSSIBLE**

THANK & TERMINATE