**PILOT STUDY QUESTIONNAIRE FINAL**

**Gen Z Survey**

Introduction:

The purpose of this survey is to investigate the basis for effective consumer engagement with Generation Z in India; with respect to the processed food and beverage sector. I invite Gen Zers living in India to partake in this survey. Participation in the survey is voluntary. This survey is anonymous and is strictly intended for research purposes only. Please do answer all the questions, as accurately as possible. Expected time to complete this survey is about 5 to 7 minutes. You can only fill this form once. Thanking for your valued time and participation!

Note:

* *Generation Z* comprises people born between 1997 to 2009 (both years inclusive), who are aged between 14 to 26 years old in 2023. (Kotler, Kartajaya, & Setiawan, 2021)
* *Processed food* (or beverage) includes food (or beverage) that has been cooked, canned, frozen, packaged or changed in nutritional composition with fortifying, preserving, or preparing in different ways. (Food Processing - 'A sunrise sector', 2022)

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1. What is your age group?

* 14 – 17 years old
* 18 – 21 years old
* 22 – 26 years old

1. What is your gender?

* Male
* Female
* Other

1. Place of residence in India (Village or Town or City Name)

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

1. What is your highest education qualification?

* Secondary School
* Class X
* Class XII
* Under Graduate
* Graduate
* Post Graduate
* PhD/ M Phil

1. What is your occupation?
   * + Student
     + Employed
     + Self-Employed
     + Unemployed
2. What is the approximate total annual income of your household?

* Up to ₹ 2,50,000
* ₹ 2,50,001 - ₹ 7,50,000
* ₹ 7,50,001 - ₹ 12,50,000
* ₹ 12,50,001 - ₹ 15,00,000
* Above ₹ 15,00,000

1. Which types of social media do you use? (Check all that apply)

* Instagram
* Facebook
* Twitter
* LinkedIn
* YouTube
* Moj
* Pinterest
* Moj Lite +
* TikTok
* Skype
* Helo
* Other(s) (Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

1. Which types of Messenger Apps do you use? (Check all that apply)

* WhatsApp
* Telegram
* FB Messenger
* Snapchat
* Sharechat
* Twitch
* WeChat
* Other(s) (Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

1. How much time do you spend each day on the Internet?

* Less than 1 hour
* 1 - 3 hours
* 3 - 5 hours
* 5 – 7 hours
* More than 7 hours

1. How much time do you spend on Social Media Platforms each day?

* Less than 1 hour
* 1 - 3 hours
* 3 - 5 hours
* More than 5 hours

1. Where do you prefer to shop for Processed Food & Beverage products?

* Offline/ Traditional Retail Outlets
* Online Retail Platforms
* Both

1. **Product Attributes**

**What features do you believe a processed food and beverage product should possess to facilitate a purchase decision?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1  Least Important | 2  Somewhat less Important | 3  Important | 4  Somewhat more Important | 5  Most Important |
| Taste  (flavour, aroma & texture) |  |  |  |  |  |
| Freshness |  |  |  |  |  |
| Colour (appearance) |  |  |  |  |  |
| Packaging |  |  |  |  |  |
| Price |  |  |  |  |  |
| Promotional Schemes (Discounts and special offers) |  |  |  |  |  |
| Cleanliness/Hygiene (Food Safety) |  |  |  |  |  |
| Nutritional Information (Ingredients) |  |  |  |  |  |
| Health/ Wellness Related |  |  |  |  |  |
| Product Lifespan  (Manufacturing & Expiry Dates) |  |  |  |  |  |
| Environmentally Friendly/ Organic/ Natural (Ecolabelling) |  |  |  |  |  |
| Convenience in terms of Preparation / Usage |  |  |  |  |  |
| Innovation |  |  |  |  |  |
| Accessibility (easily available) |  |  |  |  |  |

1. **Brand Attributes**

**What attributes do you think a processed food and beverage brand should possess?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1  Strongly disagree | 2  Disagree | 3  Neutral | 4  Agree | 5  Strongly agree |
| Brand Name (credibility) |  |  |  |  |  |
| Prestige Value |  |  |  |  |  |
| Exclusivity |  |  |  |  |  |
| Heritage (brand story) |  |  |  |  |  |
| Word of Mouth |  |  |  |  |  |
| Country of Origin |  |  |  |  |  |

1. **Social Media Factors**

**What social media factors do you think a processed food and beverage company should possess to engage with Gen Z effectively?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1  Strongly disagree | 2  Disagree | 3  Neutral | 4  Agree | 5  Strongly agree |
| Social Media Presence |  |  |  |  |  |
| Engaging Brand generated content i.e. content generated by the Brand (including information, entertainment, interaction with customers) |  |  |  |  |  |
| User/consumer generated content providing general information about products |  |  |  |  |  |
| Online recommendations by Influencers |  |  |  |  |  |
| Online reviews & comments by regular users/consumers |  |  |  |  |  |

1. **Corporate Social Responsibility Attributes**

**Which of the following corporate social responsibility (CSR) acts of a processed food and beverage company would appeal to you more? (Note: CSR is a measure of a company's contributions to society at large, beyond just profits.)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1  Strongly disagree | 2  Disagree | 3  Neutral | 4  Agree | 5  Strongly agree |
| Undertake CSR initiatives (e.g. support charities/social causes, volunteering work) |  |  |  |  |  |
| CSR initiatives should be consistent with corporate/brand values |  |  |  |  |  |
| Have open and transparent communication with the general public. |  |  |  |  |  |

1. **Sustainability Attributes**

**What sustainability activities do you think is essential for processed food and beverage companies to undertake for the long run?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1  Strongly disagree | 2  Disagree | 3  Neutral | 4  Agree | 5  Strongly agree |
| Promote green initiatives (undertake environmentally friendly initiatives e.g. recycling/reusing materials) |  |  |  |  |  |
| Use unharmful (non-toxic) or natural ingredients |  |  |  |  |  |

1. For your **favourite processed food or beverage product**(s) that meets most of the attributes you have rated as either ‘**4’ or ’5’ in the above questions**, please consider the following statements. Keeping in mind your favourite processed food or beverage product, indicate your response:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1  Strongly disagree | 2  Disagree | 3  Neutral | 4  Agree | 5  Strongly agree |
| Satisfaction Level | | | | | |
| Product provides satisfaction in terms of functional purpose |  |  |  |  |  |
| Product provides satisfaction in terms of emotional purpose |  |  |  |  |  |
| Product provides satisfaction in terms of overall quality |  |  |  |  |  |
| Product provides satisfaction in terms of price (provides good value for money) |  |  |  |  |  |
| Product meets expectations and provides overall satisfaction |  |  |  |  |  |
| Loyalty Level | | | | | |
| You are willing to keep purchasing the product |  |  |  |  |  |
| You are willing to pay a premium price for the product |  |  |  |  |  |
| You are willing to purchase other products and product categories from the company |  |  |  |  |  |
| You are willing to recommend the product/brand to others |  |  |  |  |  |
| You are willing to engage with the company or brand on social media (e.g. follow, comment, provide feedback, etc.) |  |  |  |  |  |