

Gen Z Survey

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)

* Indicates required question

1. What is your age group? *

Tick all that apply.

☐ 14 - 17 years old

☐ 18 - 21 years old

☐ 22 - 26 years old

2. What is your gender? *

Tick all that apply.

☐ Male

☐ Female

☐ Other: _____

3. Place of residence in India (Village/Town/City Name) *

4. What is your highest education qualification? *

Tick all that apply.

☐ Secondary School

☐ Class X

☐ Class XII

☐ Under Graduate

☐ Graduate

☐ Post Graduate

☐ PhD/M Phil

5. What is your occupation? *

Tick all that apply.

☐ Student

☐ Employed

☐ Self-Employed

☐ Unemployed

6. What is the approximate total annual income of your household? *

Tick all that apply.

- ☐ 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

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

Tick all that apply.

- ☐ Instagram
- ☐ Facebook
- ☐ Twitter
- ☐ LinkedIn
- ☐ YouTube
- ☐ Moj
- ☐ Pinterest
- ☐ Moj Lite +
- ☐ TikTok
- ☐ Skype
- ☐ Helo
- ☐ Other: _____

8. Which types of messenger apps do you use? (Check all that apply) *

Tick all that apply.

- ☐ WhatsApp
- ☐ Telegram
- ☐ FB Messenger
- ☐ Snapchat
- ☐ Sharechat
- ☐ Twitch
- ☐ WeChat
- ☐ Other: _____

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

Tick all that apply.

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

10. How much time do you spend on social media platforms each day? *

Tick all that apply.

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

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

Tick all that apply.

- ☐ Offline/ Traditional Retail Outlets
- ☐ Online Retail Platforms
- ☐ Both

Product Attributes

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

12. Taste (flavour, aroma and texture) *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Most Important

13. Freshness *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Most Important

14. Colour (appearance) *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Most Important

15. Packaging *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

More Important

16. Price *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Most Important

17. Promotional Schemes (Discounts and special offers) *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Most Important

18. Cleanliness/ Hygiene (Food safety) *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Most Important

19. Nutritional Information (ingredients) *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Most Important

20. Health/Wellness Related *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Most Important

21. Product Lifespan (Manufacturing and Expiry Dates) *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Most Important

22. Environmentally Friendly/Organic /Natural (Ecolabelling) *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Most Important

23. Convenience in terms of preparation/usage *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Most Important

24. Innovation *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Most Important

25. Accessibility (easily available) *

Mark only one oval.

Least Important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Most Important

Brand Attributes

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

26. Brand Name (credibility) *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

27. Prestige Value *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

28. Exclusivity *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

29. Heritage (brand story) *

Mark only one oval.

Strongly Disagree

1

☐

2

☐

3

☐

4

☐

5

☐

Strongly Agree

30. Word of Mouth *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

31. Country of Origin *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

Social Media Factors

What

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

32. Social Media Presence *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

33. Engaging Brand generated content i.e. content generated by the Brand (including information, entertainment, interaction with customers) *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

34. User/consumer generated content providing general information about products *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

35. Online recommendations by Influencers *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

36. Online reviews & comments by regular users/consumers *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

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.)

37. Undertake CSR initiatives (e.g. support charities/social causes, volunteering work) *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

38. CSR initiatives should be consistent with corporate/brand values *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

39. Have open and transparent communication with the general public *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

Sustainability Attributes

What sustainability

activities do you think are essential for processed food and beverage companies to undertake for the long run?

40.

*

Promote green initiatives (e.g. undertake environmentally friendly initiatives e.g. recycling/reusing materials).

Mark only one oval.

Strongly Disagree

1

☐

2

☐

3

☐

4

☐

5

☐

Strongly Agree

41. Use unharmful (non-toxic) or natural ingredients. *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

Satisfaction & Loyalty towards your Favourite Product / Brand

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:

42. Product provides satisfaction in terms of functional purpose *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

43. Product provides satisfaction in terms of emotional purpose *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

44. Product provides satisfaction in terms of overall quality *

Mark only one oval.

Strongly Disagree

1

☐

2

☐

3

☐

4

☐

5

☐

Strongly Agree

45. Product provides satisfaction in terms of price (provides good value for money) *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

46. Product meets expectations and provides overall satisfaction *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

47. You are willing to keep purchasing the product. *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

48. You are willing to pay a premium price for the product. *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

49. You are willing to purchase other products and product categories from the company.

*

Mark only one oval.

Strongly Disagree

1

☐

2

☐

3

☐

4

☐

5

☐

Strongly Agree

50. You are willing to recommend the product/brand to others. *

Mark only one oval.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

51. You are willing to engage with the company or brand on social media (e.g. follow, * comment, provide feedback, etc).

Mark *only one oval*.

Strongly Disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly Agree

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