ANNEXURE
QUESTIONNAIRE

I am Aarti H Joshi from RKCBM, Rajkot city of Gujarat. I am doing my Ph.D in the area of “Awareness about Packaged and Processed Food and its impact amongst today’s Youth consumers”. I will be very much grateful for your valuable time and effort that you will be putting while filling the questionnaire. I am very much Thankful to you for your cooperation and valuable inputs.

Short Forms used:

RTE – Ready to Eat
RTC – Ready to Cook

Personal Details:

Do you use packaged food?

☐ Yes ☐ No

Gender:

☐ Male ☐ Female

Age:

☐ 13-17 ☐ 18-25 ☐ 26-30 ☐ 31-35

Education:

☐ 10th pass ☐ 12th pass ☐ Graduate ☐ Post Graduate ☐ Doctorate

Profession:

☐ Self employed ☐ Salaried Professional ☐ Student ☐ unemployed

Marital Status:

☐ Married ☐ Single

Total Monthly Income of the Family:

☐ <20,000 ☐ 20,000-30,000 ☐ 31,000-40,000 ☐ >40,000
Main Questions:

1. How many times in a day do you consume the food?
   - [ ] Once
   - [ ] Twice
   - [ ] Thrice
   - [ ] Four Times
   - [ ] More

   OR

   - [ ] Breakfast
   - [ ] Brunch
   - [ ] Lunch
   - [ ] Evening Tea Time
   - [ ] Dinner

2. How many times in a day do you consume outside food?
   - [ ] Once
   - [ ] Twice
   - [ ] Thrice
   - [ ] Four Times
   - [ ] More

3. What type of the food do you consume outside your home?
   - [ ] Instant Hot snacks
   - [ ] Packaged snacks
   - [ ] A whole Main Course

4. What is the frequency in a month that you go outside for Lunch or dinner?
   - [ ] Once
   - [ ] Twice
   - [ ] Thrice
   - [ ] Four Times
   - [ ] Daily

5. What is a frequency in a month that you bring food from outside for [Tick the check box below & then write the number of times from No. from 1 to 10]
   - [ ] Breakfast
   - [ ] Brunch
   - [ ] Lunch
   - [ ] Dinner
   - [ ] Tiffin Services

6. Mostly what type of food you prefer to eat or bring from outside?
   - [ ] Traditional
   - [ ] Packaged snacks
   - [ ] Roadside Hawkers
   - [ ] RTE
   - [ ] RTC

   Eg: South Indian
   - [ ] Biscuits
   - [ ] Fried snacks
   - [ ] Bakery products
   - [ ] Sandwiches
   - [ ] Hotdogs
   - [ ] Fastfood
   - [ ] Punjabi sabzi
   - [ ] Biryani
   - [ ] Heat & Eat Products
   - [ ] Noodles
   - [ ] Pasta
   - [ ] Instant Products
   - [ ] Mixes

7. Mostly what type of food you prefer in Packaged food?
   - [ ] Snacks
   - [ ] RTE
   - [ ] RTC

8. Mostly where do you purchase the packaged food from?

   A. Snacks
   - [ ] Roadside Hawkers
   - [ ] Shops
   - [ ] Restaurants

   B. RTC
   - [ ] Shops
   - [ ] Malls
   - [ ] Roadside Hawkers

   C. RTE
   - [ ] Shops
   - [ ] Malls
   - [ ] Restaurants
9. **Reasons for consuming packaged food**

- Saving of Preparation timings
- Convenience
- Likability
- Affordable
- Quality
- Taste
- Nobody to Cook
- Hygienic

10. **Reasons for not consuming Packaged food**

- Taste
- Health Conscious
- Freshness
- Preservatives
- Price

11. **Mostly when do you consume the packaged food**

- Terribly Hungry and as an immediate hunger relief
- Occasions
- Once / Twice in a week
- Holidays
- Working days
- No other option available

12. **According to the Timings**

- Breakfast
- Brunch
- Lunch
- Evening Tea Time
- Dinner
- After Dinner

13. **Which Brand of Packaged Food mostly you purchase?**

   **A. Snacks**
   - Local
   - National
   - International

   **B. RTE**
   - Local
   - National
   - International

   **C. RTC**
   - Local
   - National
   - International

14. **Rank from 1 to 3 the Brands you Recall / consume in a segment.**

   **A. Snacks**
   - Samrat
   - Haldiram
   - Bingo
   - Ruffles Lays
   - Leher
   - Britannia
   - Parle

   **B. RTE**
   - McDonalds
   - Subway
   - KFC
   - Monginis
   - Bharat
   - Britannia
   - Amul

   **C. RTC**
   - Maggi
   - Top Ramen
   - Bambino
   - Knorr
   - Sunfeast
   - Kitchens of India
   - MTR
15. Factors you take into consideration while you buy a particular pack.

☐ Quality ☐ Quantity ☐ Taste ☐ Availability

☐ Price ☐ Ingredients ☐ Brand Name

16. Do you check the ingredients and the other preservatives and things used in preparation of the product while buying it?

☐ Yes ☐ No

17. Are you aware about the harmful effects of the Preservatives, Emulsifying Agents, MSG, Food colors used in preparation of the product?

☐ Yes ☐ No

18. Are you aware about the different types of Foods available in the market today?

☐ Yes ☐ No

If Yes then please tick the one you are aware of and Put a Star for the one that you do consume.

☐ Packaged Food ☐ Functional Food ☐ Organic Food ☐ Processed Food

Suggestions and recommendations if any for me or the concerned food products manufacturing companies:

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___________________________________________________________________

Thank You