



## MARKETING RESEARCH QUESTIONNAIRE

This study is being conducted by Inholland University students as part of the Marketing research assignment. This is a questionnaire survey about Ben & Jerry's Ice cream brand. This survey is done to help Ben & Jerry's improve its brand by fulfilling people's needs and wants on Ben & Jerry's ice cream. This questionnaire will take you around 10 minutes.

This study is intended for educational purpose only, and not for any commercial purposes. This questionnaire is randomly distributed among Amsterdam citizen and Inholland students. It will be completely anonymous.

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*In this section we will ask concerning people on consuming ice cream in their daily life.*

I. Do you eat ice cream?

Yes

No

- If No,
1. What are the reasons why you don't consume ice cream?
    - a. Price
    - b. Health Care
    - c. Taste
    - d. Ingredients (Consist of dairy product)
    - e. Other, \_\_\_\_\_

Comment \_\_\_\_\_  
\_\_\_\_\_

- If Yes,
2. Which ice cream brand do you usually buy?
    - a. Ben and Jerry's
    - b. Haagen Dazs
    - c. Ola
    - d. Australian
    - e. Others \_\_\_\_\_

If you answer (A) Ben & Jerry's then go to question 4

3. Why do you buy the brand you chose? (Excluding Ben & Jerry's)
  - a. Price
  - b. Package
  - c. Quality
  - d. Image
  - e. Availability of Flavor

- f. Place
- g. Other, \_\_\_\_\_

Comment \_\_\_\_\_  
\_\_\_\_\_

4. In the past 2 weeks, how many times did you eat ice cream?
- a. None
  - b. 1 time
  - c. 2-3 times
  - d. 4-5 times
  - e. More than 5

- II. How much are you willing to spend on ice cream?
- a. Less than € 1
  - b. € 1 < 3
  - c. € 3 < 5
  - d. € 5 < 7
  - e. € 7 < 9
  - f. More than € 9

***In the following section we will ask questions that are related specifically on Ben & Jerry's Ice Cream.***

- III. Have you ever heard of Ben & Jerry's?  
 Yes                       No

*If you have never heard of Ben & Jerry's, you are then finished with the Questionnaire. Thank you for your time.*

If Yes, From where?

- Advertisement
- Promotion (inc. television)
- Friends
- Internet (Our Websites <http://www.benjerry.com>)
- Family
- Articles in Books, Magazines, and Newspaper
- Ben & Jerry's store.
- Cinema
- Other, \_\_\_\_\_







Comment \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_

Gender : Male / Female  
Age :  
Occupation :  
Nationality :

*“Thank you very much for your cooperation – Have a nice Day*