# Appendix

VINAMILK’S SURVEY QUESTIONNAIRE

1. Age

a. <18

b. 18 – 25

c. 25 – 35

d. 35 – 45

e. >45

2. Sex

a. male

b. female

3. Job

a. student

b. office staff

c. worker

d. housewife

e. retailer

f. other

4. How do you know about Vinamilk

TV ad

Radio ad

Newspaper

Banners, posters

Recommendation from friends

Website

Retailers‘ advice

Outdoor ad

Other

5. What will you do if you know about Vinamilk

a. introduce to others

b. buy the product

c. do nothing

d. other

6. Evaluate the statement

Diverse and interesting forms of advertisements 1 2 3 4 5

The intensity of the ads is reasonable 1 2 3 4 5

The time of the ad sis reasonable 1 2 3 4 5

7. What do you think about Vinamilk

a. clear, fresh

b. 100% natural

c. cool and great

d. heaven

e. other

8. To what extent do you agree with these statements about the packaging of Vinamilk

elegant, aesthetic packaging 1 2 3 4 5

fresh-feeling packaging 1 2 3 4 5

9. To what extent do you agree with these statements about the message of the ad: "The essence of natural remains in every drop of the fresh milk"

Brief message, easy to understand, easy to remember 1 2 3 4 5

The message sounds reliable 1 2 3 4 5

The message sounds friendly 1 2 3 4 5

The message is lively 1 2 3 4 5

10. To what extent do you agree with these statements about the system of Vinamilk stores

Clear, neat, elegant 1 2 3 4 5

Enthusiastic staff 1 2 3 4 5

Exclusive, special 1 2 3 4 5

Reliable price and quantity 1 2 3 4 5

Convenient location 1 2 3 4 5

11. Where do you usually buy the product?

a. Supermarket

b. Vinamilk‘s stores

c. Retailers‘ stores

d. Other

12. Reason to buy the product

Because I believe that the milk is clear and fresh

Because of the impressive advertisement

Because I want to try

Because of the suggestions from friends

Other

13. Reason to continue buying the product

a. because of the good quality

b. because of the habit

c. because of the family members‘ need

d. other

14. At which age are the people you buy the product for?

a. <18

b. 18 - 25

c. 25 – 45

d. >45

15. How often do you buy the product?

1 2 3 4 5

16. What quantity do you buy each time?

a. separate box(es)

b. a pack of 4 boxes

c. a carton box (24 boxes)

d. more than a carton box

17. Satisfaction when using the product

1 2 3 4 5