

APPENDIX A
Questionnaire (English Version)

**Comparison of Teenagers' Satisfaction with Wall's and Nestle Ice Cream: A
Study of M.6 Students at High Schools in Bangkoknoi Area**

Explanation: This questionnaire is a part of a research paper as a partial fulfilment of the requirements for Master of Arts in English for Careers, Language Institute, Thammasart University. This questionnaire is used to measure the degree of teenagers' satisfaction for Wall's and Nestle ice cream. I can assure that your answers will be strictly confidential and will be used for research purposes only. Your cooperation in answering this questionnaire is highly appreciated. Should you have questions or are unclear about the questions, please contact Ms.Pornphan Thanomrattana on 085-143 5254

Part One: General Information

Instruction: Please circle the number that indicates your general information

1. Gender

1. Male

2. Female

2. Age (complete age as of the last birthday) _____ years.

3. Daily Allowance THB/ day

1. less than100

2. 100-150

3. 150-200

4. 200-250

5. 250-300

6. more than 300

7. other _____

No.	Topic	Agreement Level									
		Wall's					Nestle				
	2. Satisfaction of Brand Image	5	4	3	2	1	5	4	3	2	1
6	I like the brand image of this ice cream because it looks reliable.	5	4	3	2	1	5	4	3	2	1
7	This ice cream brand reflects the image of teenagers who are modern and chic.	5	4	3	2	1	5	4	3	2	1
8	Eating this ice cream's brand makes me look wealthy in society.	5	4	3	2	1	5	4	3	2	1
9	Its music and movie marketing strategies suit my lifestyle.	5	4	3	2	1	5	4	3	2	1
	3. Satisfaction of Marketing Strategies										
	3.1 Product	5	4	3	2	1	5	4	3	2	1
10	I like trying new things and this brand always offers more new flavors.	5	4	3	2	1	5	4	3	2	1
11	I feel that this ice cream brand is cleaner.	5	4	3	2	1	5	4	3	2	1
12	Ice cream is variable.	5	4	3	2	1	5	4	3	2	1
13	The quality of ice cream's ingredients is good.	5	4	3	2	1	5	4	3	2	1
14	Ice cream taste is good.	5	4	3	2	1	5	4	3	2	1
15	Package is variable.	5	4	3	2	1	5	4	3	2	1
16	Package is attractive and beautiful.	5	4	3	2	1	5	4	3	2	1
	3.2 Price										
17	The price is reasonable according to its quality.	5	4	3	2	1	5	4	3	2	1
18	The price is appropriate with my economic status.	5	4	3	2	1	5	4	3	2	1
	3.3 Distribution Channel										
19	Distribution channel is available.	5	4	3	2	1	5	4	3	2	1
20	Distribution channel is variable.	5	4	3	2	1	5	4	3	2	1
21	Product display is neat and beautiful.	5	4	3	2	1	5	4	3	2	1
22	Ice cream is always on shelf.	5	4	3	2	1	5	4	3	2	1
	3.3.1 Tricycle										
23	Design of tricycle is attractive.	5	4	3	2	1	5	4	3	2	1
24	Music from tricycle is nice.	5	4	3	2	1	5	4	3	2	1
25	Volume of music is appropriate.	5	4	3	2	1	5	4	3	2	1
26	Tricycle sales representative is polite, friendly & knowledgeable.	5	4	3	2	1	5	4	3	2	1
27	Costume of tricycle sales representative is nice.	5	4	3	2	1	5	4	3	2	1
	3.3.2 Ice cream Freezer										
28	Design of freezer is attractive.	5	4	3	2	1	5	4	3	2	1
29	Price board is available.	5	4	3	2	1	5	4	3	2	1
30	Price board is clear and updated.	5	4	3	2	1	5	4	3	2	1

No.	Topic	Agreement Level									
		Wall's					Nestle				
	3.4 Promotion										
31	This ice cream always offers discount.	5	4	3	2	1	5	4	3	2	1
32	I like to collect the premium of this ice cream brand.	5	4	3	2	1	5	4	3	2	1
33	Promotion is all year round.	5	4	3	2	1	5	4	3	2	1
34	Promotions are attractive.	5	4	3	2	1	5	4	3	2	1
35	Advertising is so attractive and various that I want to try.	5	4	3	2	1	5	4	3	2	1
36	Advertising through various media such as TV and radio is adequate.	5	4	3	2	1	5	4	3	2	1

Part Three: Suggestions

Instruction: Please indicate further opinions related to Wall's and Nestle ice cream you would like the companies to improve or develop.

3.1 Further opinions for Wall's ice cream

3.1.1 Brand Acceptance and Brand Image _____

3.1.2 Product _____

3.1.3 Price _____

3.1.4 Distribution Channel _____

3.1.5 Promotion _____

3.2 Further opinions for Nestle ice cream

3.2.1 Brand Acceptance and Brand Image _____

3.2.2 Product _____

3.2.3 Price _____

3.2.4 Distribution Channel _____

3.2.5 Promotion _____