**A questionnaire on current status of the market for pasta and the factors affecting consumer preference in local made and imported pasta: the case of Gampaha district, Sri Lanka.**

I’m Minosh Dilshan, a final year undergraduate of BSc. Food Business Management degree program at the Sabaragamuwa University of Sri Lanka, I’m looking forward to doing my final year research on the current status of the market for pasta and the factors affecting consumer preference in locally made and imported pasta. I hope you can contribute to my study by giving your honest opinions and answers to the following questions. Collected data will be only used for this study and I ensure your privacy with personal data.

**NOTE:** Please proceed with the questionnaire if you are a resident individual of the Gampaha district, If not please ignore it, Thank you.

**Part 1 (Demographic data)**

**Select the most suitable answer from given answers**

|  |  |  |  |
| --- | --- | --- | --- |
| 10 -24 | 25 - 40 | 41 - 55 | 56 and above |

1. Age

|  |  |
| --- | --- |
| Male | Female |

1. Gender
2. Marital status

|  |  |  |  |
| --- | --- | --- | --- |
| Married | Unmarried | Separated | Widower |

1. Employment status

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Employed | Unemployed | Self employed | Businessperson | Student |

1. Educational Level

|  |  |  |  |
| --- | --- | --- | --- |
| Primary education | Secondary education | Higher education | No formal education |

|  |  |  |  |
| --- | --- | --- | --- |
| 2 – 3 members | 4 – 5 members | 6 – 7 members | More than 8 members |

1. No. of family members.

**Part 2 (consumer preference)**

**Select the most suitable answer from the given answers**

1. Do you consume Pasta as a food item?

|  |  |
| --- | --- |
| Yes | No |

1. How often do you consume Pasta as a food item? (Frequency of consumption).

|  |  |  |  |
| --- | --- | --- | --- |
| Daily | Several times per week | Several times per month | Rarely |

1. How many kilos of pasta does your family consume per month? (Volume of consumption)

|  |  |  |  |
| --- | --- | --- | --- |
| Below 1kg | 1kg – 3kg | 3kg – 5kg | Above 5kg |

1. According to your knowledge, do you think pasta is also locally made in Sri Lanka?

|  |  |  |
| --- | --- | --- |
| Yes | No | No idea |

1. What type of pasta do you prefer from the below types?

|  |  |
| --- | --- |
| Imported pasta | Local made pasta |

1. How do the following factors affect your previous answer?
   * 1. Price of the product.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Insignificant effect | Minor effect | No response | Moderate effect | Major effect |

* + 1. Quality of the product. (Possession of Quality certificates for the product)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Insignificant effect | Minor effect | No response | Moderate effect | Major effect |

* + 1. Availability of the product. (Selected product is available in your nearest shop)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Insignificant effect | Minor effect | No response | Moderate effect | Major effect |

* + 1. Product promotion. (How much effect does product promotion have on your decision on your preference between imported and locally made pasta)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Insignificant effect | Minor effect | No response | Moderate effect | Major effect |

* + 1. Product packaging. (Does colorful, attractive, and informative packaging have an effect on your decision on your preference between imported and locally made pasta)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Insignificant effect | Minor effect | No response | Moderate effect | Major effect |

* + 1. Taste of the product. (Does the taste of the product have an effect on your preference between imported and locally made pasta)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Insignificant effect | Minor effect | No response | Moderate effect | Major effect |

**Part 4 (pasta market knowledge)**

1. Are you aware that there are local pasta manufacturers in Sri Lanka?

|  |  |
| --- | --- |
| Yes | No |

1. “Dry pasta is mainly made of Durum wheat flour”, did you have an idea about the main ingredient of pasta, before reading the above text?

|  |  |
| --- | --- |
| Yes | No |

1. Does pasta is one of the essential food items in Sri Lanka?

|  |  |
| --- | --- |
| Yes | No |

1. In the current market because of the economic crisis situation Sri Lanka is facing, the government has banned imports of dry pasta alongside 367 non-essential items in march 2022, under the gazette number 2274/42. Are you aware of this situation?

|  |  |
| --- | --- |
| Yes | No |