ANNEXURE-II
QUESTIONNAIRE

Dear Students,

The researcher is A H Choudhury, Associate professor in the Dept. of Management of Hojai College, pursuing Ph. D research work under Gauhati University on the topic "The impact of celebrity endorsement on the buying behaviour of students towards the personal care products". In this endeavour, I need your kind cooperation by way of responding to the following questionnaire. Information so gathered shall be kept confidential and will be used for academic purpose only.

Thanking you               A. H. Choudhury

Whole objectives of this study are classified into three different dimensions with multiple questions. Please express your responses to the following questionnaire by putting tick mark against your choice.

1. How frequently do you come across with advertisements using celebrity?
   i) Often
   ii) Occasionally
   iii) Rarely
   iv) Never

2. How do you perceive celebrity endorsements?
   i) Very effective
   ii) Not effective
   iii) Productive
   iv) Un-productive

3. Do you believe that advertisement with celebrity is more attractive?
   i) Highly attractive
   ii) little attractive
   iii) Attractive
   iv) It is boring

4. What is your impression about the advertisement by a celebrity in India?
   i) Effective practice
   ii) Expensive practice
   iii) Un-useful practice
   iv) Fashionable practice
5. What attracts you more, the celebrity endorsed advertisements or non-celebrity advertisements?
   i) Celebrity endorsed advertisements
   ii) Non celebrity advertisements
   iii) Indifferent

6. How influential are the celebrity endorsements?
   i) Very influential
   ii) Influential
   iii) Somewhat influential
   iv) Not at all influential

7. Does the presence of celebrities in the advertisements help you to recognize and recall
   product more promptly?
   i) Highly helps to recall
   ii) Helps to recall
   iii) Indifferent
   iv) Does not help to recall

8. Does the expertise of the celebrity as an attribute that influence in your purchase decision?
   (Expertise refers to the level of knowledge, experience and skill has a celebrity in a
   particular field)
   i) Positively influence
   ii) partially influence
   iii) No influence
   iv) Indifferent

9. What attracts you the most of the celebrity in the advertisement?
   i) Personality of the celebrity
   ii) Theme of the ad
   iii) Dialogue of the ad
   iv) Acting in the ad

10. Does the trustworthiness of the celebrity endorser influence in your purchase decision?
    (Trustworthiness refers to the honesty and believability of the celebrity)
    i) Highly influences
    ii) No influence
    iii) Partially influence
    iv) Indifferent

11. Does the Familiarity of the celebrity as an attribute that can influence in your purchase
    decision for a certain product or service? (Familiarity means how the target audience is
    acquainted with the face, role, and area of expertise, name and fame, and public opinion
    dominance)
    i) Highly influence
    ii) No influence
    iii) Moderate influence
    iv) Indifferent
12. Does the likeability of the celebrity as an attribute that can influence your purchase decision for a certain product or service? (Likeability refers to the level of celebrity's fame in the public opinion and how popular the celebrity is)
   i) Highly influences □
   ii) Partially influence □
   iii) No influence □
   iv) Indifferent □

13. Does the similarity perceived with the celebrity endorser can influence in your purchase decision for a certain product or service? (Similarity refers to the sense of similarity a consumer feels with celebrity)
   i) Directly influence □
   ii) No influence □
   iii) Indirectly influence □
   iv) Indifferent □

14. Does matching between the celebrity endorser and the product can be important aspects to influence your purchase decision? (Match refers to the level of fitness between the celebrity and the products)
   i) Highly influence □
   ii) Partially influence □
   iii) No influence □
   iv) Indifferent □

15. What would be the contribution of a celebrity endorser in building up a product image?
   i) Totally builds up the image □
   ii) Celebrity + quality build up the right image □
   iii) Celebrity helps building image □
   iv) Celebrity does not build product image □

16. Do you think celebrity transfers meaning to the product and influence your purchase intentions? (Meaning Transfer refers to the meaning a celebrity brings or transfers to a certain product with the help of their personality and lifestyle)
   i) Strongly influence □
   ii) Little influence □
   iv) No influence □
   v) Indifferent □

17. What is the most important persuading cause for you to purchase the personal care products?
   i) Ad theme □
   ii) Brand Name □
   iii) Celebrity image □
   iv) Luxury □
18. Which of the followings of a product mostly create impacts on you?
   i) Products that endorse by celebrity  
   ii) Products that endorse by non-celebrity  
   iii) Brand name of the products  
   iv) Price of the products  

19. Which of the following of celebrity ad is most likely to motivate in your purchase decision of personal care products?
   i) Presentations of the celebrity  
   ii) Content of the celebrity ad  
   iii) Language of the ad  
   iv) Medium of the celebrity ad  

20. How are you motivated to purchase those personal care products endorsed by your favourite celebrities?
   i) Mostly influence  
   ii) Motivated little  
   iii) Does not influence  
   iv) Indifferent  

21. How far the celebrity endorsement motivates your buying behaviour of personal care products for purchase decision?
   i) Strongly motivates to purchase  
   ii) Motivates moderately  
   iii) Indifferent  
   iv) Does not motivate  

22. How does a celebrity discharge social responsibility in endorsement Ad? Please express your responses against the table given below

<table>
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<tr>
<th>Options/ Level</th>
<th>Poor</th>
<th>Average</th>
<th>Indifferent</th>
<th>Good</th>
<th>Excellent</th>
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<tbody>
<tr>
<td>i) Provides products acceptability</td>
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<td>ii) Creates customers awareness and education</td>
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<td>iii) Exhibits market trend</td>
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<td>iv) Promotes cultural unity</td>
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23. Please specify your age group?
   i) 16 to 17 years  
   ii) 18 to 19 years  
   iii) 20 to 21 years 
   iv) 22 to 23 years 

24. Which part of the country do you live?
   i) Urban  
   ii) Rural  

25. Your gender please:
   i) Male  
   ii) Female  

26. Your Name:………………………………… Mobile No…………………………………
    Address:………………………………… P.O:……………………………………
    District:………………………………… State : Assam

Thanking you for your sincere cooperation.