APPENDIX - I

"IMPACT ON HOUSEWIVES OF ADVERTISING ON T.V."

(I) TARGET PROFILE SECTION

1. Name :
2. Address :
3. Age :
4. Education :
5. Family : Size - Members -
6. Employed/Earning Members :
7. Family Income (per month) : Rs.
8. Income Bracket : 7500/- & more ( ) 5000/- to 7500 ( ) 3000/-to5000/- ( ) 1500/- to 3000 ( ) Less than 1500/- ( )
9. Housing : Rented ( ) Bungalow ( ) Flat ( ) Block ( ) Ownership ( ) Bungalow ( ) Flat ( ) Block ( )
(II) SURVEY SECTION

1. List the family members, who watch T.V., normally at following times :-
   (A) Breakfast show (7 a.m. to 9 a.m.)
   (B) Afternoon Show (2 p.m. to 4 p.m.)
   (C) Evening Network (6 p.m. to 8.40 p.m.)
   (D) National Programme (8.40 p.m. onwards)
   (E) Saturday/Sundays (Most of Programmes)

2. Out of your family members, who likes/enjoys watching advertisements on T.V.? -

3. When you are shopping, does any of your family member persuade you to buy a product he/she has seen in the advertisement on T.V.? - Yes/No; Who? -
   Which Product? -

5. Out of all the advertisements you have seen on T.V., which advertisement did you like the most?
   (A) Product:
   (B) Company/Brand:
   (C) Details of the Advertisement remembered:
   (D) Reasons for Liking the Advertisement:
   (E) Did you buy the product/service Advertised:
      Yes/No
   (F) If Yes, How Many times? :
   (G) Has This Advertisement Compelled You to change your normal buying decision?: 
6. Does any one or more of the following statements reflect your own views about advertisements on T.V. in general?
   ( ) Informative   ( ) Educative   ( ) Comical
   ( ) Vulgar        ( ) Unrealistic  ( ) Repulsive
   ( ) Irrelevant    ( ) Insensitive ( ) Big-let-down
   ( ) Create false image ( ) Promote Dreams ( ) Repetitive/
   ( ) Shabby        ( ) Silly       Monotonous
   ( ) Make my children/husband more demanding/
       adamant/indifferent/Protest.
   ( ) Generate Wasteful Expenditure/Conspicuous Consumption
   ( ) Bad Influence on Children/Youngsters
   ( ) Represent Indian Culture - Yes/No
   ( ) Highly Sophisticated ( ) Make unreasonable claims
   ( ) Exaggerate      ( ) Deceitful/Pompous/Showy
   ( ) Your Own Summation.

7. Give your own order of preference for the reasons, which make T.V. advertisements more appealing to you -
   ( ) Sex Appeal    ( ) Dialogues    ( ) Music
   ( ) Sophistication ( ) Ego Appeal  ( ) Envy
   ( ) Acrobatics    ( ) Humour      ( ) Fantasy
   ( ) Comical Situations ( ) Cartoons used ( ) Good looking
   ( ) Attractive settings       models
   ( ) Hi-Tech Photography
   ( ) Information given    ( ) Status Symbols used
   ( ) Colourful           ( ) Your own reasons

8. How your family members react to advertisements on T.V.?
   (A) Children           (B) Youngsters     (C) Adults

9. Do you feel that advertisements on T.V. should stop/continue? Why?

10. General comments :-

    Date :                                       Signature :
APPENDIX - II

PSYCHOLOGICAL IMPACT OF ADVERTISING ON CONSUMERS

Classification of Questions to the advertisers/advertising agencies.

1. Name of the Advertising Agency:

2. Name and address of Business:

Section I : General Questions (Non-Technical)

1. Which one of the following definitions of creativity could you accept for advertising a product?

2. Which one of the following factors is important for making advertisement more creative: -
   i) Men (customers)
   ii) Media
   iii) Message
   iv) Personal philosophy of the advertiser.

3. Should creative advertising be governed by:
   a) Self-conceived moral law.
   .b) Legislation - formal censorship set-up.

4. Do you agree with the view that politics and business are the twin consideration for a creative advertisement strategy?

5. Which one should be the basis of a creative advertising?
   a) Hypocrisy
   b) Morality
   c) Practicability (pragmatism)
6. Do you think that advertising is more creative when consumers are disorganized and chaotic?

7. Do you think that advt. budget (expenditure) increases the price of the product?

8. What would be the impact of global approach to advt. on creativity of advertising in the Indian Markets?

9. Which one of the following definitions of creativity would you accept as a long term proposition for creative advertising?
   (a) Advertisement should sell the product.
   (b) Advertisement should reach the minds of all customers for creating image/goodwill.
   (c) Advertising should reveal the truth objectively.
   (d) Advertising should be simple rather than highly sophisticated (apart from art).

10. Do advertisers wars for market supremacy create untowards (deceptive) advertisement?

11. What is the place of moral and legal consideration in training the advertisement?

12. What kind of social commitment is necessary in designing the advertisement?

13. State whether a good advertisement is creative?
   a) When it is presented in a seller's market.
   b) When it is presented in a buyer's market.
   c) When it is prepared from producer's angle.
   d) When it is prepared from consumer's angle.
   e) When it sells an idea.
f) When it sells a product.
g) When it creates an image.
h) When it raises sales.
i) When it reveals the truth.
j) When it conceals the truth.
k) When it aims of establishing a product.
l) When it tries to eliminate competitors.
m) When it has a appeal to high values - law taste.
n) When it has individual appeal.
o) When it has maximum appeal.

14. Do you think that comparative advertising is more creative?

15. Is an exaggerated advertisement creative?

16. Should a good advertisement contain unwarranted claims?

17. What are the creative inputs that make advertisements competitive and creative - economically viable & socially relevant?

18. Should creative advertisement be based on idealisation of life creating discontestor manipulation of aspiration?

19. Do you think that creative advertisement will be of counter productive - because.
   1. Tensions in Life.
   2. Commodicate of life.
   3. Reasoning sense of beauty.
   4. Emotions
   5. Creative images.
20. Which advertisement is more creative?  
   i) That one which appeals to heart.  
      ii) That one which appeals to head.  

21. Should creative advertising be go

Section II : Technical Questions

1. Do you think that computer graphics and visual gimmicks  
   are necessary to make advertisement creative?  

2. Between high level of sophistication and simplicity in  
   advertisement which one would you consider contributing  
   factor to creativity?  

3. What is the role of visualisers, photographers and copy-  
   writers' in making advertisement dramatic, exciting  
   and inducive?  

4. Which one of the following statements is more appro-  
   priate in modern times?  
      i) Ad-wise consumer takes advertising for granted.  
      ii) Advertiser takes consumer for granted in respect  
           of his receptiveness, knowledge, interest and  
           appreciating faculty.  

5. Give your priority of factors according to importance  
   in creative advertising :  
   (a) Use of outdoor locales  
   (b) Show motion  
   (c) Human values  
   (d) Biases  
   (e) Prejudices  
   (f) Emotions and sentiments.
6. What should be the motive of an advertisement?
   i) Theme - selling.
   ii) Concept - selling.
   iii) Product - selling.
   iv) Illusion - Selling.

7. Which one of the factors make advertisement more eye-catchings and creative? :-
   i) Conceptualisation
   ii) Designing
   iii) Photography direction
   iv) Selection of models
   v) Reforcing and shaping of image
   vi) Visual persuasion
   vii) Inducing the consumer
   viii) Reducing the consumer

8. Which advertisement is more creative?
   a) that which stimulates/instigates
   b) that which arouses/flores
   c) that which involves/isolated
   d) that which awakens - desire/demand
   e) that advertises brand/piece of art
   f) that communicates the concept/the product profile
   g) that glorified/exaggerates/presents/the product
   h) that keeps the consumer repeating.

9. Which one of the following result should be obtained by in the advertisement :-
   1. image of romance
   2. fantasy
   3. mystery
4. surprise
5. intrigue
6. realisation of revelation of truth
7. sense of humour
8. beauty sense
9. pride
10. vanity
11. pleasures of simplicity
12. sophistication
13. seducing the consumer

10. What is the role of modernity in making advertisement more creative?
11. What is the role of sex in making advertisement more creative?
12. Which one of the following elements make advertisement more creative?
   a) use of irony
   b) use of metaphor
   c) use of smile
   d) use of exaggeration
   e) use of hypocrisy
   f) use of onomatopoeia
13. Which is the most important element in the competitively creative advertisement?
   a) matter
   b) form or symbol or figures
   c) layout or copy
   d) colour
e) slogan
f) photo-effect
g) brand name

14. What are the supplementary factors that go to increase creativity of advertising:
a) brand name b) name of the Manufacturer c) finance
d) technique

15. What according to you should be the frequency of issue/display of advertisement on T.V.

16. What kind of follow-up do you adopt after advertisement is displayed, for measuring its creativity?

17. What kinds of responses do you get for your advertisement:
a) interest, b) apathy, c) indifference, d) nostalgia
c) curiosity, f) boredom, g) ridicule, h) faith.

18. Should advertisement bring out the negative features of the product? Instead of concealing them so that illusions are not created in buyer's minds.

19. Should advertisements contain comparisons?

20. Between vigorous competition and public enlightenment which should be the basis for advertisement?

21. How do you use systems approach in making advertisement (as a strategy for marketing) more effective, from the following strategies).
   i) problem solving circulation
   ii) co-ordinated deployment of tools of advertising
   iii) structures to renovation
iv) building a model
v) setting concrete objectives
vi) qualification of variables that go to create image.
vii) experimentation and manipulation of means & ends (results).

22. What efforts do you make to make the appeal in your advertisement more Indian in the following respects:
a) design, b) context, c) figures & forms, d) symbols,
e) colours, f) traditions, g) religion, h) abstract idiom,
i) slogan

23. Which advertisements according to you are more creative?
  a) symbolish, b) figurative, c) narrative, d) straight forward, e) suggestive, f) thematic, g) presenting a situation, h) provoking association, i) impressionistic through performance, j) form and ornamentation

24. Which according to you are the most prominent and dominant shades in the colour advertisements?
  a) white, b) red, c) brown d) yellow, e) blue, f) crimson, g) black, h) green.

25. Do you think that comparative advertising is more creative?

26. Are the following types of approaches to creative advertisement counter production?
  a) disillusionment, b) shock treatment, c) use of unrealistic material, d) perversity, e) primacy of dream, f) hallucinatory works, g) entertainment through magic and humour, h) positivism, negativism
27. What is the role of following factors in creative advertisement
   a) positioning
   b) reach
   c) penetration

28. What are the creative inputs that make advertisements competitive and creative - economically viable & socially relevant?

29. Should creative advertisement always serve social good? or art?

30. Do you think that creative advertisement will be counter productive - because -
    1. tensions in life
    2. commodification of life
    3. reasoning sense of beauty
    4. emotions
    5. creative images

31. Do you think that sponsorship film based programmes of advertisement make advertisement more creative (lucrative) by creating a lasting effect?
LIST OF ADVERTISING AGENCIES CONTACTED BY SENDING QUESTIONNAIRE :-

(1) ADITI ADVERTISERS,
    1379, Shukrawar Peth, Natu Baug, Pune - 411 002.

(2) GURU ADVERTISING,
    719, Sadashiv Peth, Chitrashala Chowk, Pune - 411 030.

(3) ABC,
    17, Deccan Gymkhana, Pune - 411 004.

(4) KIRTI PUBLICITY,
    688, Budhwar Peth, Bajirao Road, Pune - 411 002.

(5) AKAR ADVERTISING,
    4, Laxmi Park Colony, Shastri Marg, Pune 411 030.

(6) COSMOS PUBLICITY and DISPLAY
    1119, Market Chambers, Nariman Point, Bombay - 400 021.

(7) HORIZON ADVERTISING
    491, Sadashiv Peth, Tilak Road, Pune - 411 030.

(8) LAZZAL ADVERTISING,
    Yousuf Building, Vir Nariman Point, Fort, Bombay 400 023.

(9) PROFESSIONAL MOTIVETERS,
    16, Silver Arch, C.S.T.Road, Bombay - 400 098.

(10) CHAKRA,
    2113, Vijaysanagar Colony, Pune - 411 020.

(11) ANIT PUBLICITY,
    960, Sadashiv Peth, Near Mangath Par, Pune 411 030.
(12) WADI LTD.,
121/2, Prabhat Road, Pune - 411 004.

(13) ART ADVERTISING AGENCY,
113, Dalmal Tower, Nariman Point, Bombay 400 021.

(14) ADVERT ENTERPRISES,
39/23, Brandawana, Kachari Jadia, Pune 411 004

(15) AKSHAY ADVERTISING SERVICES
112, Somwar Peth, Pune - 411 011.

(16) EXPO ADVERTISING,
146, Shivajinagar, Pune - 411 004.

(17) LEENA ADVERTISING,
410, Shaniwar Peth, Pune - 411 030.

(18) SUN ADVERTISING,
2397, Near Old Pool Gate, Pune Camp.

(19) CHARU'S ADVERTISING,
1202/A, Preran, Apte Road, Pune - 411 004.

(20) ADVANTAGE PRINTS
10, Phayre Road, Pune - 411 001.

(21) AAMCHI PANDHARVI KALA,
Indraprastha, 1134/1, Shivajinagar, Pune 411 016.

(22) GREEN'S ADVERTISING AGENCY
29, Vir Nariman Point, Fort, Bombay 400 001.

(23) AAY'S ADVERTISING,
Pitruclaraya, 1258, Deccan Gymkhana, Pune 411 004.
(24) ASHISH ADVERTISING
   Shivaji Nagar, Pune 411 016.
(25) TARGET ADVERTISING PVT LTD
   153. M.G. Road, Pune 1.
(26) SHAIKH HYDER AND CO.
   Arman, 503, Wanowri Village, Pune 411 040.
(27) AORETI ADVERTISING
   No.1, Shikshak Nagar, Behind Empress Garden, Pune 411 001.
(28) XANTHS COMMUNICATIONS
   Basement No.10, East St., Pune 1.
(29) HINDUSTAN ADVERTISING AGENCY
   Opp. Nehru Hall, Pune 411 001.
(30) SUN BEAM ADVERTISING PVT LTD
   Hotel Amir, Building 15, Sadhu Vaswani Road, Pune 411 001.