QUESTIONNAIRE

(This information will be used for research purpose only)

1. Name :

2. Gender : Male ( ) Female( )

3. Age :

4. Education level(UG/PG/Others) :

5. What brand(s) of television(s) do you own?

6. Since when (Year) you are using this/these television(s)?

7. Rank the reasons for choosing this/these television brand(s).
   a. Brand Image ( )
   b. Advertisements ( )
   c. Recommended by friends/family ( )
   d. Recommended by retailer ( )

8. Mention the price range of your television set?
   a. Less than 20,000 ( )
   b. 20,000 – 30,000 ( )
   c. 30,001 – 40,000 ( )
   d. 40,001 – 50,000 ( )
   e. 50,001 – 1,00,000 ( )
   f. More than 1,00,000 ( )

9. Do advertisements play a role while purchasing television(s)?
   a. Yes ( )
   b. No ( )
   c. Maybe ( )

10. Through which media do you come across maximum advertisements?
    a. Print media ( )
    b. Television media ( )
c. Internet ( )
d. BTL ( )
   (Poster, Billboard, Hoarding, Wall Painting)

11. Can you recollect any TV advertisement of your Television brand?
   a. Yes ( )
   b. No ( )

12. If yes, how well did this ad influence your purchase decision?
   a. Poor ( )
   b. Below Average ( )
   c. Average ( )
   d. Good ( )
   e. Excellent ( )

13. Which do you think is the best advertisement of this brand (can be in any media and for any product of this brand)?
   
14. Do you think Television advertisements are informing the people about various products/services?
   a. Yes ( )
   b. No ( )
   c. Cannot be sure ( )

15. Do you own any other product/service of this brand apart from TV?
   a. Yes ( )
   b. No ( )

16. Mention your involvement to collect and analyse information before purchasing a product/service?
   a. Poor ( )
   b. Below Average ( )
   c. Average ( )
   d. Good ( )
   e. Excellent ( )
17. If so, select your preference of source for gathering information?
   a. Advertisements ( )
   b. Reference from Friends/Family ( )
   c. Reference from Users ( )
   d. Reference from Dealers ( )
   e. Internet ( )
   f. Any other specify ______________________

18. Would you be interested to watch TV advertisements before purchasing a television set?
   a. Yes ( )
   b. No ( )
   c. Maybe ( )

19. Mention the TV channels you watch the most in the order of your preference?
   (Left column followed by Right column)

   ________________________________
   ________________________________
   ________________________________
   ________________________________
   ________________________________
   ________________________________
   ________________________________

THANKS FOR YOUR VALUABLE TIME