BIBLIOGRAPHY


Pinkus J. (2008). The most important nine word sentence in advertising” www.seochat.com/d/a../theimportant-nine-word-sentence.


users perceive and process online ads. *Journal of Interactive Advertising*, 1(1)

Roshni P Sawant (2012). Impact of advertisement on brand awareness and

Have Turned into Status Symbols. Thesis.

Sandra Jakstien, Dalia Susnien and Valdas Narbutas (2008). The
Psychological Impact of Advertising on the Customer Behavior.
*Communications of the IBIMA*, 3.


Hall of India.

Hall Incorporated: Englewood cliffs.


attitude towards internet advertising. *Journal of Interactive Marketing*, 13(3), 34-54


Respected Sir,

Season Greetings! I have registered for Ph.D in the Department of Business Administration, Annamalai University with the following title, “IMPACT OF THE ADVERTISING AMONG THE RURAL PEOPLE”. In this connection, I wish to collect the information from your goodself through this questionnaire. I kindly request you to be kind enough to answer the question by sparing few minutes of your invaluable time. I assure you that all the information will be used for the academic purpose only and your response will be treated as confidential.

Thanking you!

Yours sincerely

Dr. J. JAYAKRISHNAN  
Associate Professor  
Dept. of Business Administration  
Annamalai University

D. IMMANUVEL  
Assistant Professor  
Dept. of Business Administration  
Annamalai University
IMPACT OF THE ADVERTISING AMONG THE RURAL PEOPLE

Personal details of the respondents:

1. Age:
   a) Less than 35 ( )
   b) 35-45 ( )
   c) Above 45 ( )

2. Educational qualification:
   a) Technical ( )
   b) Degree ( )
   c) Others ( )

3. Marital status:
   a) Married ( )
   b) Unmarried ( )

4. Nature of family:
   a) Joint ( )
   b) Nuclear ( )

5. No. of dependants:
   a) 2 members ( )
   b) 3 members ( )
   c) Above 3 ( )

6. Income level:
   a) Less than Rs.10000 ( )
   b) Rs.10000-20000 ( )
   c) Rs.20000-30000 ( )
   d) Above Rs.30000 ( )

7. What is your position towards TV advertising?
   a) Positive ( )
   b) Negative ( )

8. Which factor influences on buying behaviour of health drink products?
   a) Social ( )
   b) Personal ( )
   c) Psychological ( )
   d) Cultural ( )

9. Do you have watching habits of health drink advertisement in television
   a) Yes ( )
   b) No ( )
10. Which brand of health drinks is frequently purchased by you? (write the brand name) ___________________

11. How long you are known the above said brand?
   a) Less than 3 ( ) b) 3-5 ( )
   c) 5-7 ( ) d) Above 7 ( )

12. State your opinion about the following statements by making a tick (✓) mark in the appropriate boxes.

   (5-Strongly agree, 4-Agree, 3-Neutral, 2-Disagree, 1- Strongly disagree)

<table>
<thead>
<tr>
<th>S.No</th>
<th>Advertisements avoiding Behaviours</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Leaving room during the ads break</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Lowering television volume</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>change television channel during ads broadcasting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Talking to other people nearby</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Engaging in other activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Switching off television during ads breaks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13. The following statements are describing the various roles of television advertisement about the health drink products in the rural market. State your opinion about the following statements by making a tick (✓) mark in the appropriate boxes.

   (5-Strongly agree, 4-Agree, 3-Neutral, 2-Disagree, 1- Strongly disagree)

<table>
<thead>
<tr>
<th>S.No</th>
<th>Reliable source of information</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Television ads are a reliable source of information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Products perform as promised in the television ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Television ads help me to know which products that reflect my personality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>------------------------------------------------------------------------</td>
<td>---</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>I learn fashion from television ads and about what I should buy to impress others</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Television ads provide me with a reality of the product</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Information provided by television ads helps me in buying decisions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Value Addition</strong></th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Television advertisements promote desired values</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I feel blesent when watching television advertisements with others</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Television advertisements increase covetousness in the society</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Television advertisements provide value added information like price of the product, size of the product, packaging style, etc</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Television advertisements promote goods that helps the society</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Showing the product</strong></th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Television ads make people buy products only for prestige</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Television ads encourage people to buy products which they don't need</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Television ads persuade consumers to buy products they should not buy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Enjoyment</strong></th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Television ads are a form of entertainment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I feel interest to watching television advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Watching television ads is more enjoyable than watching television programs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>In general, I like watching television advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Usefulness of television ads**

1. Television advertisement provides valuable information about the products available in the market
2. Television advertisement give me up-to-date information
3. Television advertisement inform me about product which meet my needs
4. Television ads inform me about products which is suitable for my whose lifestyle

**Feeling**

1. Television advertisement is beautiful
2. Television advertisement attract attention
3. Television advertisement is remarkable
4. Television advertisement is original

**Believes**

1. Television advertisement is believable
2. Television advertisement tells me something new
3. Television advertisement fits with the brand

**Understanding**

1. It is immediately clear which brand is advertised
2. I have to watch the advertisement frequently to know what it is exactly
3. Television advertisement is confusing
14. The following statements are describing various impact of television advertisement about the health products in the rural market. State your opinion about the following statements by making a tick (✓) mark in the appropriate boxes.

(5-Strongly agree, 4-Agree, 3-Neutral, 2-Disagree, 1-Strongly disagree)

<table>
<thead>
<tr>
<th>S.No</th>
<th>Brand awareness</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Television advertisement help to aware of all type of information about the particular brand of health drink</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Television advertisement to find the best brand of health drink</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Television advertisement help to know the various offers about the brand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Television advertisement helps to identify the various brands available in the market</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand image</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I want the particular brand of health drink seen in the television advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Television advertisement makes the customers to feel the image the brand of health drink</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>The advertised health drink are claimed the brand image of the product</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The advertised brand of health drink are really worthy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand preference</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Television advertisement increase the preference of brand</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I mostly preferred the brand which is shown in the television advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3 I engage in the process of buying television advertisement products

4 I feel the brand is full fill the needs of the customers through its television advertisement

<table>
<thead>
<tr>
<th>Brand switch over</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Due to television advertisement, I have to started experimentally new product</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 if the brand is advertised by celebrity, I change the brand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Due to effectiveness of appeal of television advertisement my purchasing pattern changed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purchase intention</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 I will by the advertised brand because I need such a product</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Because of television advertisement exposure, my family members are collective decide the brand to be purchase</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 It is a good decision to buy the advertised brand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please provide your valuable information, which is relating to television advertisement particularly health drink products.

______________________________

Thanks