BIBLIOGRAPHY


Consumers trust advertising in print media more than other media. 4 March 2013 - 

Research


Eco, Umberto (1983). *Semiotics and the Philosophy of Language*. Macmillan


Hélène de Burgh (2012). *Consuming the aesthetic of the everyday: A visual analysis of Errol Morris High Life.*, University of Notre Dame Australia


Leach, Edmund (1976). Culture and Communication: The logic by which symbols are connected : An introduction to the use of structuralist analysis in social anthropology. Cambridge University Press


Mitchell, M. (2010). An analysis of road signage and advertising from a pragmatic visual communication perspective: Case study of the M1 Motorway between the Gold Coast and Brisbane, *Journal of the Australian College of Road Safety*, 21(2), 55-64.


Rayner, Keith, Rotello, Caren M, Stewart, Andrew J. Keir (2001). Integrating text and pictorial information: Eye movements when looking at advertisement, Department of Psychology, University of Massachusetts

Recall Study of Tabacoo advertisement in children Salam Bombay foundation of Mumbai


Sharma Sandhir (2007), “Celebrities don’t affect consumer decision making, says study”, from www.indianmba.com/Faculty Column


The Indian institute if Mass Communication, New Delhi (1982). *Wide ranging study on Advertising and Social Responsibility*


Dear Respondent,

I am a research scholar. I am perusing doctoral research work on the above topic. I would be grateful if you could spare a few minutes to participate in it. This is to assure that this will be solely use for an academic purpose only.

(Part-A) Personal Information
1. Name:.................................................................2. Age:.................................
3. Gender:........4. Class:.................................................................
5. Address:.................................................................................................

(Part-B) Media Habits
1. Which newspaper do you prefer to read?
   (a)................................................................(b).......................................................
   (c)...............................................................
   (d)............................................................
   (e)...........................................................

2. How much time do you give daily to newspaper reading?
   (a) 0-15min □ (b)15-30min □ (c)30-60min □ (d)More than one hour □

3. What is your objective behind reading a newspaper?
   (a)Information □ (b)Knowledge □ (c)Entertainment □
   (d)Other..............

4. How often do you read/see advertisements in newspapers?
   (a)Regularly □ (b)Occasionally □ (c)Rarely □

5. Which type of advertisement do you read/see in newspaper?
   (a)Product ads □ (b)Service ads □ (c)Social ads □ (d)Political ads □

(Part-C)
1. Which element of print advertisement you like most?
   (a)Visual □ (b)Logo □ (c)Caption □ (d)Headline □
   (e)Colour □ (f)Background □ (g)Symbol/signs □ (h)Other..............
2. According to you, which is the most important element for the popularity of any advertisement?
(a) Visuals  (b) Logo  (c) Brand  (d) Colour  (e) Punch line/Tagline  (f) Any Other

3. Which type of advertisement used signs and symbols more?
(a) Product ads  (b) Service ads  (c) Social ads  (d) Political ads  (e) Any other

4. Which element of advertisement have more recall value?
(a) Visual  (b) Logo  (c) Social caption  (d) Headline  (e) Colour  (f) Background  (g) Symbol/signs  (h) Other

5. Have you bought any product just because you have seen/read its advertisement?
(a) Yes  (b) No  (c) Sometimes

6. Does the size of the advertisement in print media affect your buying behaviour/recall value?
(a) Yes  (b) No  (c) Sometimes  (d) Depends on product

7. Do you think that a particular colour in an advertisement can represent that particular product/brand/service?
(a) Yes  (b) No  (c) Sometimes

8. Where does your eye draw to in an image?
(a) Colour  (b) Background  (c) Sign/Symbols  (d) Message  (e) Any other

9. Why does your eye draw to that element?
(a) Attractive  (b) Informative  (c) Entertaining  (d) Other

10. Do you think that sign/symbols are strong communicators in advertisements?
(a) Yes  (b) No  (c) Sometimes

11. Do you think that different representation of text in an advertisement creates a visual image of a particular product/brand?
(a) Yes  (b) No  (c) Sometimes

12. Do you think special fonts and colour increase/improve its visual impression/attention?
(a) Yes  (b) No  (c) Sometimes

13. Do you think that graphical representation is more effective than simple visuals?
(a) Yes  (b) No  (c) Sometimes

14. Do you think that use of different/new sign/symbols in each of the advertisement in a campaign has more recall value than use of same sign/symbols in series of an advertisement/campaign?
(a) Yes  (b) No  (c) Sometimes
15. Do the narrative visuals have more credibility/recall value to influence your buying behaviour?
   (a) Yes  (b) No  (c) Sometimes

16. Do you think that an advertisement should use more visuals or verbals?
   (a) More visuals  (b) More verbals  (c) Equal visual and verbals  (d) Can’t say

17. Do you think that placement of an advertisement in newspaper creates more attention/interest of a viewer?
   (a) Yes  (b) No  (c) Sometimes

18. Do you think culture and societal norms play a role in interpretation of an ad/visual in a particular way?
   (a) Yes  (b) No  (c) Sometimes

19. Which aspect of print advertisement is important to you?
   (a) Model  (b) Background  (c) Sign/Symbols  (d) Theme  (e) Punch line/Caption  (f) Visual/Image  (g) Any other

20. Does the picture of a famous personality in print advertisement lead you to think that?
   (a) The product is of high value  (b) It must be expensive  (c) The company must be big  (d) The brand is facing stiff/intense competition  (e) It does not affect you

21. Which form of advertisement creates a greater impact on you?
   (a) Just the printed words  (b) Words with sound  (c) Words with visuals  (d) A moving action oriented advertisement  (e) Picture depicting a scene/story

22. How long does the impact of an advertisement last on you?
   (a) Few hours  (b) One day  (c) One week  (d) One month  (e) More than a month

Thanks.......