Appendices
IMPACT OF ADVERTISING ON CONSUMER BEHAVIOUR

Dear Sir/Madam,

I am pursuing doctoral research work on the above topic. I would like your belief/opinion, how advertisement affects consumer behaviour while purchasing durable product i.e. TELEVISION, REFRIGERATOR and ROOM AIR-CONDITIONER. I would be grateful if you could spare a few minutes to participate in it.

Thanking you in anticipation

Your Sincerely,

Ravinder Singh (U.R.S)

A WORD ABOUT YOURSELF

1. Name of the respondent Mr./Mrs./Ms. --------------------------------
2. Age of the respondent (in year) ----------------------------------
4. Education qualification of respondent (Please mention). ------------
5. Occupation of respondent. ----------------------------------------
6. Monthly Income. (in Rs.) Respondent ------------------ Family ---------

SECTION-A

Please (X) mark or write at appropriate place as applicable in your case

1 (i) Do you have the following products?
   (a) Television Yes/No          (b) Refrigerator Yes/No
   (c) Room Air-Conditioner Yes/No

(ii) If yes in question 1 (i) the product(s) are:
   (a) Television Branded / Non branded
   (b) Refrigerator: Brand / Non branded
   (c) Room Air-Conditioner: Brand / Non branded.

2. Please mention the brand name, size, type and price of the following items you have been using.

   (a) Brand name.
   (b) Size of product. In inch. ----------- in liter ---------- in tone ------
   (c) Type of product. B&W / Colour D.C./F.F.. W. A.C / S. A.C.
   (d) Price compare to other brand. Low/High/Similar Low/High/Similar Low/High/Similar
      (Please mention price also) In Rs. --------- In Rs. ------------ In Rs. ---------

3. Please rank the following item in order of preference (1 for most important and so on), while going to purchase the following product.

   CHARACTERISTICS TELEVISION REFRIGERATOR ROOM AC
   (a) Brand name
   (b) Price
   (c) Product feature
   (d) After sales service/Discount
   (e) Company image
   (f) Performance
   (g) Durability
   (h) Exchange offer
4. How did you acquire information about each of the following products?

<table>
<thead>
<tr>
<th></th>
<th>Talk to friend and relative</th>
<th>Look at consumer Magazine/Newspaper</th>
<th>Look at TV advertisement</th>
<th>Other source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refrigerator</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Room AC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. The brand of Television/Refrigerator/Room Air-conditioner you are using as compared to other brand of same category is technologically sound.


b. Refrigerator — Strongly agree — Agree — Neutral — Disagree — Strongly disagree.


6. How likely are you to buy same brand of Television/Refrigerator/Room Air-Conditioner next time?


7. While purchasing preferred brand of the following products. You have seen any advertisement?

<table>
<thead>
<tr>
<th>Product</th>
<th>Always</th>
<th>Mostly</th>
<th>Seldom</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refrigerator</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Room Air-conditioner</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8. In which season advertising is more effective in case of these three products(s)?

(a) Television: Summer/ Winter/ Rainy season/ whole year

(b) Refrigerator: Summer/ Winter/ Rainy season/ whole year

(c) Room Air-Conditioner: Summer/ Winter/ Rainy season/ whole year.

9. Which medium of advertising is more effective in case of these three products(s)?

(a) Television: Television/Radio/Newspaper/Magazine/Any other (please list)

(b) Refrigerator: Television/Radio/Newspaper/Magazine/Any other (please list)

(c) Room Air-Conditioner: Television/Radio/Newspaper/Magazine/Any other (please list)

10. Where have you seen this advertisement?

--- Television --- Radio --- Newspaper --- Magazine --- Any other (please list)

11. How much interest do you have in commercial advertising?

--- Great interest --- Reasonable interest --- Little interest --- No interest --- Any other (please list)

12. Can you recall any advertisement which influence you to purchase the following products?

Television

Refrigerator

Room A/C

13. Recall the advertisement which you consider best? (Ad relating to T.V./Refrigerator/Room Air-conditioner).

(a)

(b)

14. In recalled Ads you find the following psychological value to a greater extent (Please rank the following value)

<table>
<thead>
<tr>
<th>Value</th>
<th>Television</th>
<th>Refrigerator</th>
<th>Air-Conditioner</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) Art.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(ii) Attention value.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(iii) Suggestive value.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(iv) Memorizing value.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(v) Sentimental value.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(vi) Educational value.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
15. Which aspect of the Ad attracting you attention very much (Please rank the following)?

---Presentation ---Message used ---Language used ---Sex appeal ---Nudity.

16. How an advertisement copy can be made eye catching and impressive? (Please rank the following statement)

---It should be glamour's ---It should be fantastic ---It should be sexually illustrated

---There should be a famous personality in Ad ---It should have dashing picture

SECTION-B

In statement 17 to 53 used five point liked scale please give your true response to put (X) mark at appropriate place.

Medium Impact of Advertising

17. Television advertisement effective than radio advertisement.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

18. Audio visual advertisement effective than print advertisement.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

19. Newspaper advertisement effective than magazine advertisement.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

20. Colour Ads effective than Black & White Ads.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

21. Two colour Ads effective than three or more colour Ads.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

22. Single item Ads effective than multiple item Ads.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

23. Full page Ads effective than half page Ads.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

24. Vertical Ads effective than horizontal Ads.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

25. Cover page Ads effective than inner page Ads.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.


---Before programme ---During programme ---After programme.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

Social Impact of Advertising

27. Emotional appeals makes Ads effective than rational appeals in Ads.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

28. Comparative Ads effective than non comparative Ads.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

29. Slogan & song make advertisement effective and memorable than annoying in Ads.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

30. Jingle & fun in Ads effective than information and discussion in Ads.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

31. Advertising affects your choice.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

32. Advertising affect consumer preferences & tastes changes product attributes and differentiates the product from competitive brands.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

33. Company which advertise their products have batter image in your mind.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.

34. Advertised product have received a favourable opinion from your family/friends.

---Strongly agree ---Agree ---Neutral ---Disagree ---Strongly disagree.
35. Ads affects standard of living of society.
   --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

36. Ads educate people to welcome new products and services.
   --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

37. Ads provides new horizon of Knowledge
   --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

38. Some time Ads make false claim.
   --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

39. Ads highlight only the brighter side of the products and hide the negative side of the products.
   --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

Psychological Impact of Advertising

40. Advertisement make you brand loyal.
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

41. Advertising affects your decision process.
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

42. Advertising helpful in forming favourable opinion.
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

43. Advertising help in associating brand with your personality and lifestyle.
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

44. Ads influence people to buy the products they really do not need.
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

45. Ads are persuasive
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

46. Celebrities in advertising effective than non-celebrity in advertising.
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

Impact of Advertising on Consumer Decision

47. Advertising encourage innovation new product development and reduce risk.
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

48. Advertisement helpful in gathering information.
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

49. Advertising help you in recalling the brand.
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

50. Ads create intense desire to buy the products.
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

51. Ads serve as best guide for wise decision making.
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

Economic Impact of Advertising

52. Advertising build consumer demand that place company in strong position in relation to its distribution.
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

53. Ads increase the cost of product.
    --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.

54. Now you have gone through this questionnaire. Do you think the advertised product give more confidence while purchasing the following products.
    Television  --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.
    Refrigerator --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.
    Room Air-Conditioner  --Strongly agree  --Agree  --Neutral  --Disagree  --Strongly disagree.
SECTION-C

In this section of questionnaire, I want to measure your attitude toward the advertisement, design & style and other features of the product(s) of different brand of TELEVISION/REFRIGERATOR/ROOM AIR-CONDITIONER on the "Semantic" differential scale (seven point scale). There are nine pair of positive and negative attribute like "Believable-Unbelievable, Impressive-Unimpressive" and so on. The respondent is to mark (X) the blank that best indicate how accurately one or the other term describes or fits the attitude. The end position indicate "Extremely" the next pair indicate "Very" the middlemost pair indicate "Somewhat" and the middle position indicates "Neither-Nor". Please check every scale and give your true response.

1. Please give the level of scale of attitude toward the Ad of Television brand you are using.

| Believable | Unbelievable.
| Impressive | Unimpressive.
| Appealing | Unappealing.
| Attractive | Unattractive.
| Informative | Uninformative.
| Clear | Unclear.
| Eye catching | Not eye catching.
| Convincing | Unconvincing.
| Overall liking | Overall disliking.

2. Please give the level of scale of attitude toward the Ad of Refrigerator brand you are using.

| Believable | Unbelievable.
| Impressive | Unimpressive.
| Appealing | Unappealing.
| Attractive | Unattractive.
| Informative | Uninformative.
| Clear | Unclear.
| Eye catching | Not eye catching.
| Convincing | Unconvincing.
| Overall liking | Overall disliking.

3. Please give the level of scale of attitude toward the Ad of Room Air-conditioner brand you are using.

| Believable | Unbelievable.
| Impressive | Unimpressive.
| Appealing | Unappealing.
| Attractive | Unattractive.
| Informative | Uninformative.
| Clear | Unclear.
| Eye catching | Not eye catching.
| Convincing | Unconvincing.
| Overall liking | Overall disliking.
4. Please give the leave of scale about the design & style of Television brand you are using.

<table>
<thead>
<tr>
<th>Large choice of size &amp; model</th>
<th>Limited choice of size &amp; model.</th>
</tr>
</thead>
<tbody>
<tr>
<td>More concerned with aesthetics</td>
<td>More concerned with performance.</td>
</tr>
<tr>
<td>Styles brand</td>
<td>Not styles brand.</td>
</tr>
<tr>
<td>High range of prices</td>
<td>Limited range of prices.</td>
</tr>
<tr>
<td>Easy memorable brand name</td>
<td>Not easy memorable brand name.</td>
</tr>
<tr>
<td>Large Variety of colour</td>
<td>Limited variety of colour.</td>
</tr>
<tr>
<td>Reflect life style</td>
<td>Not necessarily reflect life style.</td>
</tr>
<tr>
<td>Add to your glamour</td>
<td>Not add to your glamour.</td>
</tr>
<tr>
<td>Has a poor reputation</td>
<td>Has a very good reputation.</td>
</tr>
<tr>
<td>Delicate</td>
<td>Rugged.</td>
</tr>
<tr>
<td>Cheap looking</td>
<td>Very expensive looking.</td>
</tr>
<tr>
<td>Lesser known brand</td>
<td>Well-known brand.</td>
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5. Please give the leave of scale about the design & style of Refrigerator brand you are using.

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<tr>
<td>Lesser known brand</td>
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</tr>
</tbody>
</table>

6. Please give the leave of scale about the design & style of Room Air-conditioner brand you are using.

<table>
<thead>
<tr>
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<th>Limited choice of size &amp; model.</th>
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