Appendix C

Section A

In this section we would like your opinions of the various advertisements you have seen and your opinions about the brands.

**Attitude Toward Pepsi Advertisement**

- appealing - - - - - - unappealing
- unbelievable - - - - - - believable
- impressive - - - - - - unimpressive
- attractive - - - - - - unattractive
- uninformative - - - - - - informative
- clear - - - - - - not clear
- non eye-catching - - - - - - eye-catching
- extremely likely - - - - - - extremely unlikely
- convincing - - - - - - unconvincing
- overall liking - - - - - - overall disliking

**Attitude Toward the Brand Pepsi**

- this brand versus other
  - is very distinctive - - - - - - not very distinctive
- my attitude has become
  - more positive - - - - - - more negative
- my evaluation of this brand
  - has become positive - - - - - - more negative
- seek out more
  - information - - - - - - more information

**Purchase Intention Pepsi**

- would consider buying - - - - - - would not consider buying
- very high willingness of buying - - - - - - very low willingness of buying
- Very high likelihood - - - - - - very low likelihood
Attitude Toward Limca Advertisement

appealing - - - - - - unappealing
unbelievable - - - - - - believable
impressive - - - - - - unimpressive
attractive - - - - - - unattractive
uninformative - - - - - - informative
clear - - - - - - not clear
non eye-catching - - - - - - eye-catching
extremely likely - - - - - - extremely unlikely
convincing - - - - - - unconvincing
overall liking - - - - - - overall disliking

Attitude Toward the Brand Limca

this brand versus other
is very distinctive - - - - - - not very distinctive

my attitude has become
more positive - - - - - - more negative

my evaluation of this brand
has become positive - - - - - - more negative

seek out more
information - - - - - - more information

Purchase Intention Limca

would consider buying - - - - - - would not consider buying
very high willingness of buying - - - - - - very low willingness of buying

Very high likelihood - - - - - - very low likelihood
Attitude Toward Supreme Advertisement

appealing - - - - - - - unappealing
unbelievable - - - - - - - believable
impressive - - - - - - - unimpressive
attractive - - - - - - - unattractive
uninformative - - - - - - - informative
clear - - - - - - - not clear
non eye-catching - - - - - - - eye-catching
extremely likely - - - - - - - extremely unlikely
convincing - - - - - - - unconvincing
overall liking - - - - - - - overall disliking

Attitude Toward the Brand Supreme

this brand versus other
is very distinctive - - - - - - - not very distinctive
my attitude has become
more positive - - - - - - - more negative
my evaluation of this brand
has become positive - - - - - - - more negative
seek out more
information - - - - - - - more information

Purchase Intention Supreme

would consider buying - - - - - - - would not consider buying
very high willingness of buying - - - - - - - very low willingness of buying
Very high likelihood - - - - - - - very low likelihood
Attitude Toward Neelkamal Advertisement

appealing - - - - - - - unappealing
unbelievable - - - - - - - believable
impressive - - - - - - - unimpressive
attractive - - - - - - - unattractive
uninformative - - - - - - - informative
clear - - - - - - - not clear
non eye-catching - - - - - - - eye-catching
extremely likely - - - - - - - extremely unlikely
convincing - - - - - - - unconvincing
overall liking - - - - - - - overall disliking

Attitude Toward the Brand Neelkamal

this brand versus other
is very distinctive - - - - - - - not very distinctive
my attitude has become
more positive - - - - - - - more negative
my evaluation of this brand
has become positive - - - - - - - more negative
seek out more information - - - - - - - more information

Purchase Intention Neelkamal

would consider buying - - - - - - - would not consider buying
very high willingness of buying - - - - - - very low willingness of buying
Very high likelihood - - - - - - - very low likelihood
Attitude Toward Titan Advertisement

appealing - - - - - - unappealing
unbelievable - - - - - - believable
impressive - - - - - - unimpressive
attractive - - - - - - unattractive
uninformative - - - - - - informative
clear - - - - - - not clear
non eye-catching - - - - - - eye-catching
extremely likely - - - - - - extremely unlikely
convincing - - - - - - unconvincing
overall liking - - - - - - overall disliking

Attitude Toward the Brand Titan

this brand versus other
is very distinctive - - - - - - not very distinctive

my attitude has become
more positive - - - - - - more negative

my evaluation of this brand
has become positive - - - - - - more negative

seek out more
information - - - - - - more information

Purchase Intention Titan

would consider buying - - - - - - would not consider buying

very high willingness of buying - - - - - - very low willingness of buying

Very high likelihood - - - - - - very low likelihood
Attitude Toward HCL Advertisement

appealing - - - - - - - unappealing
unbelievable - - - - - - believable
impressive - - - - - - unimpressive
attractive - - - - - - unattractive
uninformative - - - - - - informative
clear - - - - - - not clear
non eye-catching - - - - - - eye-catching
extremely likely - - - - - - extremely unlikely
convincing - - - - - - unconvincing
overall liking - - - - - - overall disliking

Attitude Toward the Brand HCL

this brand versus other
is very distinctive - - - - - - not very distinctive

my attitude has become
more positive - - - - - - more negative

my evaluation of this brand
has become positive - - - - - - more negative

seek out more information - - - - - more information
not seek out

Purchase Intention HCL

would consider buying - - - - - - would not consider buying

very high willingness of buying - - - - - - very low willingness of buying

Very high likelihood - - - - - - very low likelihood
Attitude Toward Thums Up Advertisement

appealing - - - - - - unappealing
unbelievable - - - - - - believable
impressive - - - - - - unimpressive
attractive - - - - - - unattractive
uninformative - - - - - - informative
clear - - - - - - not clear
non eye-catching - - - - - - eye-catching
extremely likely - - - - - - extremely unlikely
convincing - - - - - - unconvincing
overall liking - - - - - - overall disliking

Attitude Toward the Brand Thums Up

this brand versus other
is very distinctive - - - - - - not very distinctive

my attitude has become
more positive - - - - - - more negative

my evaluation of this brand
has become positive - - - - - - more negative

seek out more
information - - - - - - more information

Purchase Intention Thums Up

would consider buying - - - - - - would not consider buying

very high willingness of buying - - - - - - very low willingness of buying

Very high likelihood - - - - - - very low likelihood
Attitude Toward Cello Advertisement

appealing - unappealing
unbelievable believable
impressive unimpressive
attractive unattractive
uninformative informative
clear not clear
non eye-catching eye-catching
extremely likely extremely unlikely
convincing unconvincing
overall liking overall disliking

Attitude Toward the Cello

this brand versus other
is very distinctive not very distinctive

my attitude has become
more positive more negative

my evaluation of this brand
has become positive more negative

seek out more not seek out
information more information

Purchase Intention Cello

would consider buying would not consider buying
very high willingness of buying very low willingness of buying

Very high likelihood very low likelihood
Attitude Toward TVS-Suzuki Advertisement

appealing - - - - - - - unappealing
unbelievable - - - - - - - believable
impressive - - - - - - - unimpressive
attractive - - - - - - - unattractive
uninformative - - - - - - - informative
clear - - - - - - - not, clear
non eye-catching - - - - - - - eye-catching
extremely likely - - - - - - - extremely unlikely
convincing - - - - - - - unconvincing
overall liking - - - - - - - overall disliking

Attitude Toward the Brand TVS-Suzuki

this brand versus other
is very distinctive - - - - - - - not very distinctive
my attitude has become
more positive - - - - - - - more negative
my evaluation of this brand
has become positive - - - - - - - more negative
seek out more
information - - - - - - - more information

Purchase Intention TVS-Suzuki

would consider buying - - - - - - - would not consider buying
very high willingness of buying - - - - - - - very low willingness of buying
Very high likelihood - - - - - - - very low likelihood
Attitude Toward Yamaha Advertisement

appealing - - - - - - - unappealing
unbelievable - - - - - - - believable
impressive - - - - - - - unimpressive
attractive - - - - - - - unattractive
uninformative - - - - - - - informative
clear - - - - - - - not clear
non eye-catching - - - - - - - eye-catching
extremely likely - - - - - - - extremely unlikely
convincing - - - - - - - unconvincing
overall liking - - - - - - - overall disliking

Attitude Toward the Brand Yamaha

this brand versus other
is very distinctive - - - - - - not very distinctive

my attitude has become
more positive - - - - - - more negative

my evaluation of this brand
has become positive - - - - - - more negative

seek out more information - - - - - - not seek out
more information

Purchase Intention Yamaha

would consider buying - - - - - - would not consider buying

very high willingness of buying - - - - - - very low willingness of buying

Very high likelihood - - - - - - very low likelihood.
Attitude Toward Teem Advertisement

appealing ------- unappealing
unbelievable ------- believable
impressive ------- unimpressive
attractive ------- unattractive
uninformative ------- informative
clear ------- not clear
non eye-catching ------- eye-catching
extremely likely ------- extremely unlikely
convincing ------- unconvincing
overall liking ------- overall disliking

Attitude Toward the Brand Teem

this brand versus other
is very distinctive ------- not very distinctive
my attitude has become
more positive ------- more negative
my evaluation of this brand
has become positive ------- more negative
seek out more ------- not seek out
information ------- more information

Purchase Intention Teem

would consider buying ------- would not consider buying
very high willingness of buying ------- very low willingness of buying
Very high likelihood ------- very low likelihood
Attitude Toward Monalisa Advertisement

appealing - - - - - unappealing
unbelievable - - - - - believable
impressive - - - - - unimpressive
attractive - - - - - unattractive
uninformative - - - - - informative
clear - - - - - not clear
non eye-catching - - - - - eye-catching
extremely likely - - - - - extremely unlikely
convincing - - - - - unconvincing
overall liking - - - - - overall disliking

Attitude Toward the Brand Monalisa

this brand versus other
is very distinctive - - - not very distinctive

my attitude has become
more positive - - - more negative

my evaluation of this brand
has become positive - - - more negative

seek out more - - - not seek out
information - - - more information

Purchase Intention Monalisa

would consider buying - - - would not consider buying

very high willingness of buying - - - very low willingness of buying

Very high likelihood - - - very low likelihood
Section-B

Price & Value
Brand: Cello

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Distribution and Advertising
Brand: Cello

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### Design and Style

**Brand:** Cello

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### Consumer's Profile

**Brand:** Cello

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### Price & Value

**Brand : Monalisa**

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### Distribution and Advertising

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Design and Style
Brand : Monalisa

Large choice of size & model | Limited choice of size & model
More concerned with outward appearance | More concerned with performance
Clever use of colour | Not clever use of colour
Inventive | Imitative

Consumer’s Profile
Brand : Monalisa

More for young people | More for old people
More for men | More for women
Upper Class | Lower class
### Price & Value
**Brand : Pepsi**

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**Brand : Pepsi**

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### Consumer's Profile
**Brand : Pepsi**

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### Price & Value

**Brand : Thums Up**

- Inexpensive
- Reasonably priced
- Reliable
- Luxury item
- Exclusive

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### Distribution and Advertising

**Brand : Thums Up**

- Mass Produced
- Worldwide distribution
- Inventive
- Much advertising
- Recognizable Brand Name

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### Consumer’s Profile

**Brand : Thums Up**

- More for young people
- More for men
- Upper Class

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### Price & Value

**Brand: Supreme**

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Design and Style
Brand : Supreme

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Consumer’s Profile
Brand : Supreme

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### Price & Value

**Brand:** Neelkamal

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### Distribution and Advertising

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Design and Style
Brand : Neelkamal

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Consumer's Profile
Brand : Neelkamal

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### Price & Value
**Brand: Limca**

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### Distribution and Advertising
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### Consumer’s Profile
**Brand: Limca**

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</table>
Price & Value
Brand : Teem

Inexpensive | Expensive
Reasonably priced | Unreasonably priced
Reliable | Unreliable
Luxury item | Necessary item
Exclusive | Common

Distribution and Advertising
Brand : Teem

Mass Produced | Hand made
Worldwide distribution | Only Locally Distributed
Inventive | Imitative
Much advertising | Little Advertising
Recognizable Brand Name | Unrecognized Brand Name

Consumer’s Profile
Brand : Teem

More for young people | More for old people
More for men | More for women
Upper Class | Lower class