APPENDICES

Appendix A: QUESTIONNIARE

Please place a "√" mark in the appropriate box.

SECTION – A

Kindly fill in the information requested below:

Name : 
Age : 
Gender : 
Qualification : 
Profession : 
Nationality : 
Child age-group: 6-8 yrs. ☐  8-10 yrs. ☐  10-12 yrs. ☐

SECTION – B

Q1. Do you see the advertisements on television?
   Yes ☐  No ☐

Q2. Is cable available at your home?
   Yes ☐  No ☐

Q3. Does your child also watch television advertisements?
   Always ☐  Most of the time ☐  Sometimes ☐  Never ☐

Q4. Are you an active participant in what your child views on television?
   Yes ☐  No ☐
Q5. Do you think that television advertisements targeting kids is right?
   Agree □     Neutral □
   Disagree □

Q6. Does advertising widen your children’s range of choice in a particular market?
   Agree □     Neutral □
   Disagree □

Q7. Does your child likes advertisements that have children in them more than the ones without children?
   With children □     Without children □     Both □

Q8. “Children are rational enough to understand the message of the advertisement’”?
   Agree □     Neutral □
   Disagree □

Q9. Does your child questions about only the kid’s advertisements or even the other television advertisements?
   Kids-related □     Others □
   Both □

Q10. What do you think that television advertisements showing kids portray the right products?
   Always □     Most of the time □
   Sometimes □     Never □

Q11. “TV ads can easily convince your children to buy certain products””?
   Agree □     Neutral □
   Disagree □

Q12. Does your child pressurize you to buy unnecessary products due to attractive advertisements?
Q13. Does your child is also influenced by his peers?

Yes ☐ No ☐

Q14. “Do television ads affect the health of children and lead to obesity”?

Agree ☐ Neutral ☐ Disagree ☐

Q15 Did you ever want to try something because you saw its commercial on TV?

Yes ☐ No ☐

Q16. “A product with a good advertisement, but with poor quality, disappoints you”?

Agree ☐ Neutral ☐ Disagree ☐

Q17. Can you name from the following products where you like to involve your child while making the buying decisions?

Kid- related products ☐ Family products ☐ Both ☐

Q18. Does your child show strong response to premium/gifts/discount offers in television advertising directed to them?

Agree ☐ Neutral ☐ Disagree ☐

Q19. “You care for your children choice while making a purchase decision for them”?

Always ☐ Most of the time ☐ Sometimes ☐ Never ☐

Q20. “Do ads negatively impact the behavior of your children”?
Q21. How many times you were satisfied with your purchase decision whenever you involved your child while making a buying decision?

- Most of the time
- Always
- Sometimes
- Never

Q22. What do you think that whenever you denied your child purchase, it often lead to parent-child conflict?

- Yes
- No

Q23. Do television advertisements make your kid a good buyer?

- Yes
- No

Q24. So do you trust the television advertisements?

- Most of the time
- Always
- Sometimes
- Never

SECTION - C

Q25. Which of the following aspects of television advertisements influences your child the most?

- Wordings
- Action
- Animated characters/Cartoons
- Celebrity
- Jingles/Music
- Child actors

Q26. Can you name the category of products where your child is generally influenced by the advertisements showing kids?
Food □ Entertainment □
Clothing □ Education □
All of the above □

Q27. Which types of TV advertisements are more memorable to your child?

Animated □ Humor □
Pretty/Cute □ Exciting □
Realistic □ Fiction □

Q28. How would you rate your satisfaction level with the category of advertisements targeting kids?

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Q29. How your child influences your decision making for buying various products?

- Decides shopping place □
- Informs about the exciting offers □
- Latest trends □
- Nags you to make him buy the product □
- Do sweet talking □

Q30. How you are able to influence your child for not buying the products shown on television?

- I discuss negative qualities of the product with them □
- I try to superimpose my preferences □
- Try to lure him with some other product □

Q31. What can be the recommendations which you can suggest regarding the television advertisements targeting kids?
Thank you for taking part in the survey.