APPENDIX 1

QUESTIONNAIRE

Name of the Respondent.................................. Sr.No...........
Age......... years  Sex : Male/Female
Studies : Undergraduate/Postgraduate  Background : Rural/Urban
Schooling : Public/Ordinary
Medium of Instruction in School : English/Regional Language
College..................................................
University............................................
Place to which you belong............................

PARENTS'/GUARDIANS'

Monthly Income : ₹.
Below ₹.800....
   ₹.2500...
Above ₹.2501...

Occupation :
Agriculturist
Business
Business Executive
Clerical
Government Service
Private Sector
Public Sector
Industrialist
Teacher
Doctor/Engineer
Others............(Specify)

(I) Please read the following statements carefully and put a
(/) against the one which you consider to be the most
appropriate :

Firmly Yes  Don't  No  Firmly
Yes     Know     No

1. Advertisement create
treacherous and fallacious
demand.
2. Advertising is usually done for undesirable product.

3. Advertisements have educative value

4. Advertisements influence the people to purchase unwanted products

5. Advertisements from 1947-1991 in Indian language newspapers were of bad quality

6. Advertisement increases confidence in buying

7. Advertisers used filmstars, sportmen as undue advantage to popularise their product from early thirties

8. Most of the advertisements are overstated

9. Advertisements have no utility or role in the society (1940-1991)

(II) Please express your opinion about each of the statements made below by putting a (/)

1. ..........All advertisements should be banned by law.
2. ..........No advertisement is believable
3. ..........Reading most of the advertisement seem to be a waste of time.
4. ..........Most advertisements are unnecessary.
5. ..........Advertising is not of much use to me.
6. ..........I have no feeling one way or the other about most advertisements.
7. ............ I like advertisements sometimes.
8. ............ Most advertisements are fairly interesting.
9. ............ I like to buy products which are advertised.
10. ........... Most advertisements help people select better products.
11. ........... Most advertising is highly educative and informative.

(III) What do you suggest for ensuring proper advertising?
Please rank 1, 2, 3, 4, 5, ... the following... in order of importance:

............ Government regulation
............ Consumer organisations
............ Voluntarily by advertising agencies
............ Voluntarily by advertisers
............ Advertising Councils (like press council)
............ Any other (specify)