QUESTIONNAIRE

Effect of Online Advertising on Consumers: An Analysis

My name is Gitanjali Kalia, working as an Assistant Professor at School of Mass Communication, Chitkara University. I am pursuing my Ph.D degree in 'Effect of Online Advertising on Consumers: An Analysis. It requires the audience feedback particularly the netizens to go through the content of various websites and my questionnaire is centric to Yahoo, Rediff, TOI and HT. Therefore, in order to make my research authentic and valuable, I would like you to spare few minutes for filling this feedback form. Your contribution is very valuable for me and I appreciate you for coming forward for filling it.

Name (Optional):_______________________________________

Age: a) 18-25   b) 26-35   c) 36-45   d) 46 and above

Income (in Rs) per annum:
 a) 1,50,000 - 2,50,000   b) 2,51,000 - 3,50,000   c) 3,51,000 - 4,50,000
 d) 4,51,000 and above

Living in:
 a) Rural   b) Semi-Urban   c) Urban

Occupation:
 a) Student(earning)   b) Student(Not earning)   c) Service

PART 1 (ONLINE ADVERTISING)

1. A) Do you opt for online advertising?
   a) Yes           b) No

B) If yes, there are various ways to go for online shopping and some of the methods are given below. Please rank in order of preference of your shopping trend.
   a) Web portal
   b) Ecommerce
   c) Company website

2. Rank these sites from 1 to 4 in order of your preference?
   a) Yahoo
   b) Rediff
   c) Times of India
   d) Hindustan Times
PART II (AD DESIGN)

3. What type of advertisements you like the most in any website?
   a) Movable ads (Containing audio/audio-visual/animation/graphics)
   b) Immovable ads (Stills with static picture and font giving details in headline, sub headline and copy)

4. Which type of internet advertisements you like the most? (Rank in order of preference ;1- most preferred, 2-less preferred and 3 for least preferred)
   a) Rectangle Banner
   b) Skyscraper
   c) Sponsored ads
   d) Pop up and Pop under ads
   e) Keyword advertising
   f) Google Ads

5. Advertisement is essential for any media for its running and its true with websites, so these websites carry advertisements in such a manner which is attractive and layout plays an important role in it. There are certain types of layouts given below which are broadly adopted for advertisements on any website. For your reference, a broad structure of layout is given with its name. Please give your liking preference (only 1 and 2).

   a) Big type layout
   b) Copy heavy
PART III (HOME PAGE DESIGN)

6. The websites contain more advertisements than content:
   a) Strongly agree
   b) Agree
   c) Disagree
   d) Strongly disagree
   e) Can’t say

7. There are advertisements of some products/ideas/services mentioned on website page. Which all categories have you come across on the website while surfing? (Rank in order of preference: 1- most preferred, 2-less preferred and 3 for least preferred)
a) Ecommerce sites  
b) Mobile phones  
c) Banking  
d) Social Networking Forums  
e) Clothing sites  
f) Eating app  

8. The websites place their advertisements in a way that it should grab attention. There are different placements options which the website uses for advertisement placements. According to you the best three options are(Rank in order of preference ;1- most preferred, 2-less preferred and 3 for least preferred):  
a) Above the mast head  
b) Right side of the home page  
c) Centre of the page  
d) Ear panels place  
e) Bottom of home page  

9. Do you think your purchase behaviour is influenced by words of persuasion like Shop now, discount offers, apply now or know more make any difference in purchasing decision?  
a) Yes  
b) No  
c) Can’t say  

10. Sometimes manufacturer put the advertisements of their products on websites without showing its functions. Is this practice fine.  
a) Yes  
b) No  
c) Can’t say  

11. Every website is designed according to some particular layout/styles/format. Some types of layout/style/format are given below with their names. Give your preference from 1 to 4.
a) Fixed sidebar

![Fixed sidebar diagram]

b) Power grid

![Power grid diagram]

c) Headline & gallery

![Headline & gallery diagram]
12. Visibility of advertisement on homepage is essential and for this, various combinations are used. Give your preference from 1 to 5 according to its visibility which attracts you.
   a) Discount offers
   b) Animations or graphic/Photograph used
   c) Size of the advertisement
   d) Color used in the ad
   e) Features of product
   f) Promotional offers
   g) Price of product
   h) Functions of the product

13. In context to the advertisements displayed on homepage, various options have been given for its treatment. Rank the below preference in order of your choice:
   a) Close
   b) Expand
   c) Collapse
   d) Play again