Appendix-I:
Celebrity Endorser Personality-Brand Personality Congruence Study
Focus Group-1 Discussion Guide

1. Introduction (10 Minutes)

- Greetings
- Purpose of Focus Group
- Opportunity to offer opinions
- Ground Rules
  - Roles of Moderator
  - Recording equipment
  - Confidentiality of comments
  - No right or wrong opinion
  - Speak one at a time and as clearly as possible
- Ice-breaking session – names/occupations/hobbies

2. Product Category Selection (10 Minutes)

- Tell me some product categories, which come to your mind. Is it familiar at your age group? Is it gender neutral i.e. the product should not being used by a specific gender.
- Polling or ranking exercise.
- Selection of 2-3 familiar product categories to the concerned age group.
3. **Brand Selection (15 Minutes)**
   - Tell me some brands, which come top of your mind in selected product categories. Are these brands used by both the genders?
   - Polling or ranking exercise.
   - Selection of 2-3 most familiar brands in the selected product categories.

4. **Brand Personality Trait (15 Minutes)**
   - Assuming brand as the human being, tell me the personality trait which comes to your mind about that brand.
   - Polling or ranking exercise.
   - Selection of the most prevalent personality traits of the selected brands.

5. **Closing Comments (5 Minutes)**
   - Do you want to make any additional comments?
   - Thank for the participating.
Appendix-II

Celebrity Endorser Personality-Brand Personality Congruence Study

Focus Group-1 Screener

Date    _______/_______/_________

Participant Code: ____________________________________________

Call Start    _____:_______    Call End    _____:_______

We are conducting a study concerning impact of celebrity endorser personality and brand personality congruence on consumer attitudes. We would appreciate your opinions. We need a few minutes of your time. All of your responses will be kept confidential. We request you to please provide following information about you.

Name: ______________________________________________________

Native City/State: _____________________________________________

Age: ________ Years    Gender: ____________________________

Highest Qualification: _________________________________________

Occupation: __________________________________________________

Contact Number: _____________________________________________

E-Mail ID: ___________________________________________________
Do you have regular access to internet, TV, Newspapers or Lifestyle magazines?
Yes ______________/ No____________

Thank You for Your Time!

Appendix-III

Celebrity Endorser – Brand Personality Congruence Study

Pre-Test 1

We are conducting a test to find out the suitable brand personality trait for the specific brands. You have to assume the brand as a person and then will have to give your consent about the traits, which may describe these brands. Thank you for taking part in this study.

1. Rate the extent of which the following personality traits describe mobile phone brand ‘Nokia’
   
   a. Friendly
   
   Not at all descriptive 1 2 3 4 5 extremely descriptive
   
   b. Openness
   
   Not at all descriptive 1 2 3 4 5 extremely descriptive
   
   c. Acceptable
   
   Not at all descriptive 1 2 3 4 5 extremely descriptive

2. Rate the extent of which the following personality traits describe mobile phone brand ‘Samsung’
   
   a. Adaptable
Not at all descriptive       1          2        3         4         5      extremely descriptive

b. Leader
Not at all descriptive       1          2        3         4         5      extremely descriptive

c. Flexible
Not at all descriptive       1          2        3         4         5      extremely descriptive

3. Rate the extent of which the following personality traits describe jeans brand ‘Levi’s’

    a. Wholesome
    Not at all descriptive       1          2        3         4         5      extremely descriptive

    b. Trendy
    Not at all descriptive       1          2        3         4         5      extremely descriptive

    c. Reliable
    Not at all descriptive       1          2        3         4         5      extremely descriptive

Please provide following information about you

Age: __________Years          Gender: __________________

Highest Qualification: _____________________________________________________

Occupation: _____________________________________________________________

Thank You for Your Time!
Appendix-IV

Celebrity Endorser Personality-Brand Personality Congruence Study

Focus Group-2 Discussion Guide

1. Introduction (5 Minutes)

- Greetings
- Purpose of Focus Group
- Opportunity to offer opinions
- Ground Rules
  - Roles of Moderator
  - Recording equipment
  - Confidentiality of comments
  - No right or wrong opinion
Speak one at a time and as clearly as possible

- Brief get-acquainted period – names/occupations/hobbies

2. Selection of male and female congruent/incongruent celebrity for Nokia (15 Minutes)

- Discuss and select two male and two female celebrities matching with Nokia’s personality.
- Discuss and select two male and two female celebrities extremely mismatching with Nokia’s personality.
- Discuss and select two male and two female celebrities, who match with Nokia’s personality trait ‘friendly’.
- Discuss and select two male and two female celebrities extremely mismatching with Nokia’s personality trait ‘friendly’.
- Polling or ranking exercise.

3. Selection of male and female congruent/incongruent celebrity for Levi’s (15 Minutes)

- Discuss and select two male and two female celebrities matching with Levi’s personality.
- Discuss and select two male and two female celebrities extremely mismatching with Levi’s personality.
- Discuss and select two male and two female celebrities, who match with Levi’s personality trait ‘trendy’.
- Discuss and select two male and two female celebrities extremely incongruent with Levi’s personality traits ‘trendy’.
- Polling or ranking exercise.

4. Closing Comments (5 Minutes)
- Do you want to make any additional comments?
- Thank for the participating.

Appendix-V

Celebrity Endorser Personality-Brand Personality Congruence Study

Focus Group-2 Screener

Date _______/_______/___________

Participant Code: __________________________________________________

Call Start ______:_______ Call End ______:_______

________________________________________________________________________
We are conducting a study concerning impact of celebrity endorser personality and brand personality congruence on consumer attitudes. We would appreciate your opinions. We need a few minutes of your time. All of your responses will be kept confidential. We request you to please provide following information about you.

Name: ________________________________________________

Native City/State: ____________________________________________

Age: ________ Years                                     Gender: ______________

Highest Qualification: ______________________________________________________

Occupation: __________________________________________________________

Contact Number: _______________________________________________________

Email ID: __________________________________________________________

Do you have regular access to internet, TV, Newspapers or Lifestyle magazines?
Yes ______________/ No____________

Thank You for Your Time!

Appendix-VI

Celebrity Endorser – Brand Personality Congruence Study

Pre-Test 2(A)

We are conducting a test to find out the congruent/matching celebrity endorser for jeans brand ‘Levi’s’ on the basis of personality. You have to judge the match between celebrity and brand on the basis of most prevalent personality traits. You need to encircle your answer. Thank you for taking part in this study.
1. Are you currently using/ever used jeans brand “Levi’s”?
   a. Yes____________ b. No__________

2. Rate your level of familiarity with the following celebrities.
   i. Priyanka Chopra
      Unfamiliar 1 2 3 4 5 6 7 Familiar
   ii. Katrina Kaif
      Unfamiliar 1 2 3 4 5 6 7 Familiar
   iii. Rani Mukherjee
      Unfamiliar 1 2 3 4 5 6 7 Familiar
   iv. Sonakshi Sinha
      Unfamiliar 1 2 3 4 5 6 7 Familiar

3. Rate the degree of celebrity-brand (Levi’s jeans) match on the basis of the personality.
   i. Priyanka Chopra
      Very inappropriate match 1 2 3 4 5 6 7 Very appropriate match
   ii. Katrina Kaif
      Very inappropriate match 1 2 3 4 5 6 7 Very appropriate match
   iii. Rani Mukherjee
Very inappropriate match 1 2 3 4 5 6 7 Very appropriate match

iv. Sonakshi Sinha

Very inappropriate match 1 2 3 4 5 6 7 Very appropriate match

Please provide following information about you

Age: __________Years Gender: ________________

Highest Qualification: _______________________________________________

Occupation: _______________________________________________________

Thank You for Your Time!

Appendix-VII

Celebrity Endorser – Brand Personality Congruence Study

Pre-Test 2(B)
We are conducting a test to find out the congruent/matching celebrity endorser for mobile phone brand ‘Nokia’ on the basis of personality. You have to judge the match between celebrity and brand on the basis of most prevalent personality traits. You need to encircle your answer. Thank you for taking part in this study.

1. Are you currently using/ever used Mobile phone brand ‘Nokia’?
   b. Yes_____________ b. No____________

2. Rate your level of familiarity with the following celebrities.
   i. Aamir Khan
      Unfamiliar 1 2 3 4 5 6 7 Familiar
   ii. Vijender Singh
      Unfamiliar 1 2 3 4 5 6 7 Familiar
   iii. Sreesanth
      Unfamiliar 1 2 3 4 5 6 7 Familiar
   iv. Abhishek Bachchan
      Unfamiliar 1 2 3 4 5 6 7 Familiar

3. Rate the degree of celebrity-brand (Nokia) match on the basis of the personality.
   i. Aamir Khan
      Very inappropriate match 1 2 3 4 5 6  Very appropriate match
ii. Vijender Singh
Very inappropriate match 1 2 3 4 5 6 Very appropriate match

iii. Sreesanth
Very inappropriate match 1 2 3 4 5 6 Very appropriate match

iv. Abhishek Bachchan
Very inappropriate match 1 2 3 4 5 6 Very appropriate match

Please provide following information about you

Age: __________Years
Gender: ______________

Highest Qualification: _________________________________________

Occupation: ___________________________________________________

Thank You for Your Time!

Appendix-VIII
Advertisement 1. Celebrity: Priyanka Chopra, Brand: Levi’s, Match on personality trait ‘trendy’

For those who are tough & fashionable,

We create our own visual unique style

Introducing
A new range of fashionable jeans

Advertisement 2. Celebrity: Rani Mukherjee, Brand: Levi’s, Mismatch on personality trait ‘trendy’
Advertisement 3. Celebrity: Vijender Singh, Brand: Nokia, Match on personality trait ‘friendly’
MARKETING RESEARCH (LP)

‘Levi Strauss and Co.’, a global jeans manufacturing company, is about to launch a new ad campaign for its denim brand in India. The company is planning to hire Priyanka Chopra (Indian movie actress) as the endorser for its ‘Levi’s’ brand. The company wants to obtain consumer response to its advertisement with Priyanka Chopra as the endorser. You are among a group of students/professionals that are being asked to take part in the study.
In this study, you are requested to review a mock ad and respond to some questions about it. Please focus on the celebrity endorser (Priyanka Chopra) and the Levi’s brand’s match/congruence on the basis of the perceived personality traits only. Please ignore other factors than perceived personality match.

In the following page, you will find a PRINT advertisement that has been developed by the company. Go through it for a minute. Then respond to the questions which will come after the print ad, by encircling on your answer.

Thanks for your time.

Please reply to the following questions.

1. Are you currently using/ever used Levi’s?
   v. Yes_________ b. No_________

2. Rate your level of familiarity with Priyanka Chopra.
   Unfamiliar  1  2  3  4  5  6  7  Familiar

3. Please indicate your opinion on the appropriateness of Priyanka Chopra as the brand ambassador of ‘Levi’s’ based on personality traits of both.
   Very Inappropriate  1  2  3  4  5  6  7  Very Appropriate
   Consistent  1  2  3  4  5  6  7  Inconsistent
   Very Unlikely Match  1  2  3  4  5  6  7  Very Likely Match
   Very Irrelevant  1  2  3  4  5  6  7  Very Relevant
   Doesn’t Match  1  2  3  4  5  6  7  Matches Very Well
4. Please indicate your opinion about Priyanka Chopra on the following items. The last five items should be considered with respect to the brand advertised.

<table>
<thead>
<tr>
<th>Opinion</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
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<tbody>
<tr>
<td>Unattractive</td>
<td></td>
<td></td>
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<td></td>
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<tr>
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</tr>
</tbody>
</table>

5. Please respond to the following statements by encircling a number on the 7-point scale to indicate your level of agreement/disagreement with each statement (1 = strongly disagree/7 = strongly agree).

a) When something bad happens to Priyanka Chopra, I feel like it happened to me.

Strongly Disagree   1 2 3 4 5 6 7 Strongly Agree

b) When Priyanka Chopra fails or loses something, I feel like a failure myself.

Strongly Agree  1 2 3 4 5 6 7 Strongly Disagree

c) It would be difficult to replace my connection with Priyanka Chopra.
d) Compared to other people I know, I have instead a great deal in being like Priyanka Chopra.

6. Rate your attitude toward the advertisement using the following scales.

<table>
<thead>
<tr>
<th>Scale</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
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<tbody>
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<tr>
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<tr>
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<tr>
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</table>

7. Indicate your opinion on the believability/credibility of the advertisement shown in page 2.

<table>
<thead>
<tr>
<th>Scale</th>
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<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
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<td>Highly Unbelievable</td>
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<tr>
<td>Highly Believable</td>
<td></td>
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<tr>
<td>Highly Incredible</td>
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</table>

8. Rate your attitude toward the ‘Levi’s’ on the following scales

<table>
<thead>
<tr>
<th>Scale</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<th>7</th>
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<td>Pleasant</td>
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<tr>
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<td>Desirable</td>
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<td>Good</td>
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</tbody>
</table>

9. Please respond to the following statements by encircling a number on the 7-point scale to indicate your level of agreement/disagreement with each statement.

a) I consider myself loyal to the jeans brand ‘Levi’s’.
Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

b) Among jeans brands, ‘Levi’s’ is my first choice.

Strongly Agree  1  2  3  4  5  6  7  Strongly Disagree

c) I will not buy other jeans brands, if ‘Levi’s’ is available at the store.

Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

10. Please respond to the following statements by encircling a number on the 7-point scale to indicate your level of agreement/disagreement with each statement.

a) I find Priyanka Chopra suitable for any advertising campaign.

Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

b) I recommend Priyanka Chopra as an endorser for ‘Levi’s’ jeans brand.

Strongly Agree  1  2  3  4  5  6  7  Strongly Disagree

c) I would pay more attention to an advertisement if Priyanka Chopra is in it compared to other advertisements for same brand ‘Levi’s’.

Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

d) This advertisement would gain due to the fact it used Priyanka Chopra as an endorser.

Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

11. Please respond to the following statements by encircling a number on the 7-point scale to indicate your level of agreement/disagreement with each statement.

a) I would inquire about the jeans brand ‘Levi’s’.

Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

b) I would consider purchasing the jeans brand ‘Levi’s’.

Strongly Agree  1  2  3  4  5  6  7  Strongly Disagree

c) I would actually purchase the jeans brand ‘Levi’s’.

Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree
12. Please answer the following demographic questions for us.

What is your age? ________

What is your gender? Female _____ Male _____

What is your highest qualification? ____________________________________________

What is your occupation? ___________________________________________________

If you are a student then name the course in which you are currently enrolled ______

What is your native city/state? _______________________________________________

Do you have regular access to internet, TV, Newspapers or Lifestyle Magazines? Yes __/ No __

Thanks for taking part in this study.

Appendix-X

Summary of Sample Characteristics

<table>
<thead>
<tr>
<th>Demographic Variables</th>
<th>FGD 1 (n=10)</th>
<th>Pre-Test 1 (n=33)</th>
<th>FGD 2 (n=10)</th>
<th>Pre-Test 2A (n=40)</th>
<th>Pre-test 2B (n=40)</th>
<th>Main Study (n=480)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Group (in years)</td>
<td>20-25</td>
<td>20-27</td>
<td>20-28</td>
<td>19-32</td>
<td>20-33</td>
<td>20-33</td>
</tr>
</tbody>
</table>
### Region-wide Age and Gender Distribution of Main Study Sample

<table>
<thead>
<tr>
<th>Region</th>
<th>Age Group (in years)</th>
<th>Mean Age (in years)</th>
<th>Gender Distribution</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>
### Appendix-XII

**Post-Graduate Courses in which Students of Main Study Sample were Enrolled**

<table>
<thead>
<tr>
<th>Post-Graduate Courses</th>
<th>No. of Students Enrolled</th>
<th>Percentage of Total Students</th>
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</thead>
<tbody>
<tr>
<td>Master of Business Administration</td>
<td>75</td>
<td>26.98</td>
</tr>
<tr>
<td>Master in Commerce</td>
<td>20</td>
<td>7.19</td>
</tr>
<tr>
<td>Master in Science</td>
<td>42</td>
<td>15.11</td>
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<tr>
<td>Master in Arts</td>
<td>62</td>
<td>22.31</td>
</tr>
<tr>
<td>Master in Technology</td>
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<td>10.43</td>
</tr>
<tr>
<td>Master in Computer Applications</td>
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<td>10.79</td>
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<tr>
<td>Post-Graduate Diploma Courses</td>
<td>20</td>
<td>7.19</td>
</tr>
</tbody>
</table>

**ABBREVIATIONS USED IN THIS STUDY**
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Abbreviation</th>
<th>Full Form of Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FGD</td>
<td>Focus Group Discussion</td>
</tr>
<tr>
<td>2</td>
<td>EFA</td>
<td>Exploratory Factor Analysis</td>
</tr>
<tr>
<td>3</td>
<td>CFA</td>
<td>Confirmatory Factor Analysis</td>
</tr>
<tr>
<td>4</td>
<td>SEM</td>
<td>Structural Equation Modeling</td>
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<tr>
<td>5</td>
<td>RMSEA</td>
<td>Root Mean Square Error of Approximation</td>
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<td>6</td>
<td>SRMR</td>
<td>Standardized Root Mean Residual</td>
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<td>CFI</td>
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<tr>
<td>8</td>
<td>TLI</td>
<td>Tucker-Lewis Index</td>
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<td>AVE</td>
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<td>EC</td>
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<td>AB</td>
<td>Attitude toward Brand</td>
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<td>PI</td>
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<td>SRSWOR</td>
<td>Simple Random Sampling without Replacement</td>
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