Questionnaire

Advertisement Sensitivity in the Promotion of Cellular Services: A Comparative Study of Rural and Urban Areas in Punjab

(Please tick (✓) the answer where applicable)

1- Name of the person/respondent ____________________________________________ contacted.

2- Residential Address ____________________________________________________________

__________________________________________________________

District________________________________________________________

Area: Urban/Rural/Village________________________________________

3- Mobile No(s). _____________________________________________________________

4- Educational Qualification:_______________________________________________

5- Age Group
(a) 15-20 years (b) 20-25 y (c) 25-35 y (d) 36 and above

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6- Income Group:
(a) below 50,000 (b) 50000-1 Lac (c) 1 lac to 2.50 lac (d) 2.50 lac & above

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7- No. of Dependents:________________________________________________________

8- To which category you belong?
(a) Serviceman (b) Businessman (c) Student (d) Others

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9- No. of Mobile phones in possession
(a) 1 (b) 2 (c) 3 (d) more than 3

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10- Name of Mobile Service Provider
   (a) ____________  (b) ____________  (c) ____________  (d) ____________

11- If the mobile phone in possession is more than one, reason for it
   (a) necessity  (b) fond of

12- How did you come to know about the company providing you the mobile phone service at present?
   (a) Through advertisement in electronic media 
   (b) Through adv. in print media 
   (c) Through friend/relative 
   (d) Company Representative

13- Do the promotion schemes launched by various companies have an impact on the customers' behaviour?
   (a) strongly agree
   (b) agree
   (c) neither agree nor disagree
   (d) disagree
   (e) strongly disagree

14- What prompted you to go in for the present service provider?
   a. Price
   b. Services
   c. Customer's care
   d. Facilities provided
   e. Advertisement
   f. Any other

15- Were you influenced by any advertisement while buying your mobile service?
   a) Yes
   b) No
   c) May be

   If yes, which
   a) Advertisement through electronic media
   b) Advertisement through print media
   d) Through personal contacts
   e) Fairs and events
16- How do you like to go through thoroughly the advertisements while reading newspapers/magazines?
   (a) like it (b) like it very much (c) dislike (d) neither like nor dislike

17- How do you like to go through thoroughly the advertisements while seeing television?
   (a) like it (b) like it very much (c) dislike (d) neither like nor dislike

18- Which company's advertisement you like the most?
   (a) Airtel (b) BSNL (c) Reliance (d) Vodafone (e) Idea
   (f) Tata Indicom

   Why ....

19- What is the Reason of your choice for an advertisement?
   1- The advertisement is interesting
   2- It is humorous
   3- It has the celebrity I like

20- Whether the advertisements in media affect the customer behaviour for the sale of mobile service?
   (a) agree
   (b) disagree

21- Is there any difference in the service claimed by the company in its advertisements and actually delivered?
   (a) Yes (b) No (c) Partially

22- Would you like to change your mobile service provider (MSP)?
   (a) Yes (b) No (c) Consider

   If yes, why__________________________________________________________
23- Would you like to shift, if another mobile service provider gives you the same services at cheaper rates?

(a) Yes  (b) No  (c) Consider

24- Does the appearance of celebrities in advertisements affect the customers’ behaviour?

(a) strongly agree  (b) agree  (c) neither agree nor disagree  (d) disagree  (e) strongly disagree

25- Whether advertisement interruptions during matches/special programmes are not welcomed by the viewers?

(a) strongly agree  (b) agree  (c) neither agree nor disagree  (d) disagree  (e) strongly disagree

26- Do you like the company's Brand Ambassador and the advertisements presented by him/her?

(a) Vidya Balan - Airtel  (b) Deepika Padukone - BSNL  (c) Priyanka Chopra - Idea  (d) None of these  (f) If any other, please specify:_____________________________

27- Do you agree that advertisements affect the sales of mobile phone services?

(a) strongly agree  (b) agree  (c) neither agree nor disagree  (d) disagree  (e) strongly disagree

28- Your suggestions for further growth of cellular services in the market?

(a) Mobile service providers should launch special events  (b) Mobile service providers should launch sales promotional schemes  (c) Mobile service providers should activate personal contacts  (d) Slash down the rates

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