APPENDICES
Thank you for taking time out for this research!!

The aim of this study is to understand people’s feelings towards brands shown in Hindi films and TV serials. For example, TV channel Star News was shown in Hindi film *Kkrish*. ICICI Bank was shown prominently in TV serial *Kaun Banega Corerepati (KBC)*. These are a couple of instances of brands appearing in Hindi films and TV serials these days. We seek your co-operation in our study on this topic.
APPENDIX I: Questionnaire-Version-1

Please give your details. Information will be used only for academic purpose.

Name:

Contact Number:

City:

Age in years
☐ 16-24 ☐ 25-40 ☐ 41-54 ☐ 55-76

Gender: ☐ Male ☐ Female

Monthly Household Income (in Rs.):
☐ Less than 20,000 ☐ 20,000 - 40,000
☐ 40,000 - 60,000 ☐ More than 60,000

Approx. no. of Hindi films watched per week: ______ (In theatre, on VCD/DVD, on TV or computer)

Approx. hrs. of watching Hindi TV serials daily: ______ (Drama or reality based serials)
Brands in the following statements mean branded products or their logo/symbol.

Please give points to each of the following statements from 1 to 5 as follows:

• • • • •


1. Even before this interview, I was aware that brands are shown in......
   Films (___) TV serials (___)

2. Generally I do notice brands which appear in..........................
   Films (___) TV serials (___)

3. Once the program is over, I hardly ever remember brands shown in...
   Films (___) TV serials (___)

4. I do remember the brands even later on if they are connected to the
   theme in.................................Films (___) TV serials (___)

5. I do remember the brands even later if they are familiar to me and
   shown in.................................Films (___) TV serials (___)

6. Producers would be getting money or other benefit from companies
   for placing their brands in .............Films (___) TV serials (___)

7. Brands should not be allowed to appear in..........................
   Films (___) TV serials (___)

8. Only those brands that are essential to the theme should be shown in
   ........................................Films (___) TV serials (___)

9. I think more brands are shown in TV serials as compared to films (___)

10. My interest in the program reduces if I know that brands have been
    shown only for commercial purpose and not because theme
    demanded it in...... .....................Films (___) TV serials (___)
# APPENDIX I: Questionnaire-Version-1

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11. With marketing getting intense these days, there is nothing wrong if producers include brands in their... Films (___) TV serials (___)

12. These days too many brands are appearing in... Films (___) TV serials (___)

13. There should be some kind of censorship to prevent excessive exposure of brands in... Films (___) TV serials (___)

14. Scenes become more realistic when brands are shown in... Films (___) TV serials (___)

15. I feel it is a good way of knowing about current/in fashion products by seeing them in... Films (___) TV serials (___)

16. I feel brands are given unnecessary exposure these days in... Films (___) TV serials (___)

17. I hardly discuss with others about the brands shown in... Films (___) TV serials (___)

18. I never think of purchasing brands that I see in... Films (___) TV serials (___)

19. My liking for the brand increases if my favorite star uses it in a... Films (___) TV serials (___)

20. I have started using a brand after seeing it in a... Film (___) TV serial (___)

21. I wanted to try/know more about a brand after seeing it in a... Film (___) TV serial (___)

22. It does not matter to me whether brands are shown or not in... Films (___) TV serials (___)
### APPENDIX I: Questionnaire-Version-1

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<td>Disagree</td>
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</table>

23. Compared to seeing traditional TV advertisements during breaks I prefer seeing brands appearing in ....... Films (__) TV serials (__)

24. Showing brands is a kind of advertising in ...........................................
Films (__) TV serials (__)

25. Showing brands not ethical because it is a kind of advertising which people are forced to see in ............... Films (__) TV serials (__)

26. Names of brands shown should be disclosed during titles at the beginning of the ............................... Film (__) TV serial (__)

27. Branded products help in creating desired impression on others (__)

28. I think branded products I use help me show my personality ...... (__)

29. I like to see interesting advertisements on TV as long as they aren’t repeated too often ...................................................... (__)

30. I do notice when new TV advertisements are shown ................ ( )
Thank you for taking time out for this research!!!

The aim of this study is to understand people’s feelings towards brands shown in Hindi films. For example, TV channel Star News was shown in Hindi film Kkrish. There are many such instances of brands appearing in Hindi films these days. We seek your co-operation in our study on this topic.
Please give your details. Information will be used only for academic purpose.

Name:

Contact Number:

Age in years
☐ 16-24    ☐ 25-40    ☐ 41-54    ☐ 55-76

Gender:  ☐ Male      ☐ Female

Monthly Household Income (in Rs.):
☐ Less than 20,000  ☐ 20,000 – 40,000
☐ 40,000 – 60,000  ☐ More than 60,000

Approx. no. of Hindi films watched per week: ________
(In theatre, on VCD/DVD, on TV or computer)
Brands in the following statements mean branded products or their logo/symbol.

Please give points to each of the following statements from 1 to 5 as follows:

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

1. Even before this interview, I was aware that brands are shown in Films (_)
2. Generally I do notice brands which appear in Films (_)
3. Once the program is over, I hardly ever remember brands shown in Films (_)
4. I do remember the brands even later on if they are connected to the theme in Films (_)
5. I do remember the brands even later if they are familiar to me and shown in Films (_)
6. Producers would be getting money or other benefit from companies for placing their brands in Films (_)
7. Brands should not be allowed to appear in Films (_)
8. Only those brands that are essential to the theme should be shown in Films (_)
9. I think more brands are shown in TV serials as compared to films (_)
10. My interest in the program reduces if I know that brands have been shown only for commercial purpose and not because theme demanded it in Films (_)
11. With marketing getting intense these days, there is nothing wrong if producers include brands in their Films (_)

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APPENDIX II: Questionnaire-Version-2

12. These days too many brands are appearing in................Films (___)

13. There should be some kind of censorship to prevent excessive exposure of brands in................Films (___)

14. Scenes become more realistic when brands are shown in..Films (___)

15. I feel it is a good way of knowing about current/in fashion products by seeing them in... ................Films (___)

16. I feel brands are given unnecessary exposure these days in..............Films (___)

17. I hardly discuss with others about the brands shown in....Films (___)

18. I never think of purchasing brands that I see in.............Films (___)

19. My liking for the brand increases if my favorite star uses it in a........Films (___)

20. I have started using a brand after seeing it in a.............Film (___)

21. I wanted to try/know more about a brand after seeing it in a............Film (___)

22. It does not matter to me whether brands are shown or not in ..........Films (___)

23. Compared to seeing traditional TV advertisements during breaks I prefer seeing brands appearing in................Films (___)

24. Showing brands is a kind of advertising in .................Films (___)

25. Showing brands not ethical because it is a kind of advertising which people are forced to see in........................Films (___)
26. Names of brands shown should be disclosed during titles at the beginning of the film (___).

27. Branded products help in creating desired impression on others (___).

28. I think branded products I use help me show my personality (___).

29. I like to see interesting advertisements on TV as long as they aren’t repeated too often (___).

30. I do notice when new TV advertisements are shown (___).
Thank you for taking time out for this research!!!

The aim of this study is to understand people’s feelings towards brands shown in Hindi TV serials. For example, ICICI Bank was shown prominently in TV serial Kaun Banega Crorepati (KBC). There are many such instances of brands appearing in Hindi TV serials these days. We seek your co-operation in our study on this topic.
Please give your details. Information will be used only for academic purpose.

Name:

Contact Number:

Age in years

☐ 16-24  ☐ 25-40  ☐ 41-54  ☐ 55-76

Gender:  ☐ Male  ☐ Female

Monthly Household Income (in Rs.):

☐ Less than 20,000  ☐ 20,000 – 40,000
☐ 40,000 – 60,000  ☐ More than 60,000

Approx. hrs. of watching Hindi TV serials daily: _______
(Drama or reality based serials)
Brands in the following statements mean branded products or their logo/symbol.

Please give points to each of the following statements from 1 to 5 as follows:

\[ \bullet \bullet \bullet \bullet \bullet \]


1. Even before this interview, I was aware that brands are shown in TV serials (___)

2. Generally I do notice brands which appear in TV serials (___)

3. Once the program is over, I hardly ever remember brands shown in TV serials (___)

4. I do remember the brands even later on if they are connected to the theme in TV serials (___)

5. I do remember the brands even later if they are familiar to me and shown in TV serials (___)

6. Producers would be getting money or other benefit from companies for placing their brands in TV serials (___)

7. Brands should not be allowed to appear in TV serials (___)

8. Only those brands that are essential to the theme should be shown in TV serials (___)

9. I think more brands are shown in TV serials as compared to films (___)

10. My interest in the program reduces if I know that brands have been shown only for commercial purpose and not because theme demanded it in TV serials (___)

11. With marketing getting intense these days, there is nothing wrong if producers include brands in their TV serials (___)
APPENDIX III: Questionnaire-Version-3

12. These days too many brands are appearing in TV serials (___)

13. There should be some kind of censorship to prevent excessive exposure of brands in TV serials (___)

14. Scenes become more realistic when brands are shown in TV serials (___)

15. I feel it is a good way of knowing about current/fashion products by seeing them in TV serials (___)

16. I feel brands are given unnecessary exposure these days in TV serials (___)

17. I hardly discuss with others about the brands shown in TV serials (___)

18. I never think of purchasing brands that I see in TV serials (___)

19. My liking for the brand increases if my favorite star uses it in a TV serial (___)

20. I have started using a brand after seeing it in a TV serial (___)

21. I wanted to try/know more about a brand after seeing it in a TV serial (___)

22. It does not matter to me whether brands are shown or not in TV serials (___)

23. Compared to seeing traditional TV advertisements during breaks I prefer seeing brands appearing in TV serials (___)
24. Showing brands is a kind of advertising in ..........TV serials (___)

25. Showing brands not ethical because it is a kind of advertising which people are forced to see in............................TV serials (___)

26. Names of brands shown should be disclosed during titles at the beginning of the.................................TV serial (___)

27. Branded products help in creating desired impression on others (___)

28. I think branded products I use help me show my personality.....(___)

29. I like to see interesting advertisements on TV as long as they aren’t repeated too often.................................(___)

30. I do notice when new TV advertisements are shown...............(___)