

APPENDIX – I**BLOCK – I****GENERAL INFORMATION OF THE RESPONDENT**

- 1.1. Area code: 1.2. Category Code:
- 1.3. Name of the Household:
- 1.4. Sex: Male Female
- 1.5. Marital status (Use codes) :
- 1.6. Age:
- 1.7. Educational Qualifications:
- 1.8. Occupation:
- 1.9. Nature of Occupation: (Use tick marks)
 Permanent Temporary
- 1.10. Place of Residence:
- 1.11. Monthly Income (in Rs.)

BLOCK –II**OPINION OF RESPONDENTS REGARDING COMMERCIAL ADVERTISEMENTS**

- 2.1. Are you an observer of Commercial Advertisement?
 Yes No
- 2.2. If the answer is Yes, mention the media in which you observe advertisements quite
 Frequently
 T.V. News Paper /Periodicals Hoardings
 Sign Boards All Media
- 2.3. If the Media is Newspaper/Periodical, mention the location of the Advertisement in
 the News Paper /Periodical which draws your attention significantly
 Front-page Middle pages Back page

2.4. If the Media is T.V, mention the time slot of the Advertisement in the T.V, which draws your Attention significantly

- Morning (10 am) Day time (10am – 4.30pm) Early fringe(4.30pm-8 pm)
 Prime Time (8–11 pm) Late News (11–11.30 pm) Late Fringe (11.30pm-1am)

2.5. What factor influences you to observe an advertisement?

- Theme Technical sophistication Catchy words
 Sense of humour Contexts/Locations Way of presentation
 Free offers Actors/Actresses Duration of the advertisement
 Natural beauty Memorable events of the past Others (specify)

2.6. Have you ever been influenced by the models in the advertisement?

- Yes No

2.7.If the answer is Yes, Which models appearing in advertisement influence you significantly?

- Babies Film stars / T.V. artists Sport stars
 Religious leaders Others (specify).....

2.8. Is there any influence of religion on the advertisement of products?

- Yes No

2.9. If the answer is Yes, mention the type of products, which have religious influence on consumers.

- Food products Beverages Cosmetics
 Health and hygiene Products Products used for religious/ceremonial Occasions

2.10. Do you think that advertisements appearing in T.V. are understandable to majority of the common people?

- Yes No

2.11. What is your opinion regarding the modern advertisements appearing in T.V.?

Sl. No.	Opinion	Rank
1	Creates awareness of the products	
2	Creates unnecessary temptation to buy new products	
3	Deviates the attention of children	
4	Creates a sort of monotony	
5	Results in wastage of time	
6	Leads to changes in the outlook	
7	Creates a sort of confusion to select the apt product	
8	Leads to a sort of annoyance	
9	Exhibition of un parliamentary events	
10	Exaggeration of facts and quality of products	

2.12. Do you feel that modern advertisements are filled with sexual scenes ?

Yes

No

2.13. If the answer is Yes, Mention the category of advertisements filled with obscene events.

2.14. Do you feel that some advertisements create a sort of nostalgia?

Yes

No

2.15. If the answer is Yes, Mention the category of advertisements creating nostalgia.

2.16. Do you think that advertisements affect the moral values in life ? Yes No

2.17. If the answer is Yes, Mention the category of advertisements seen in T.V. and other media that affect the moral values of life?

2.18. Which category of advertisement you prefer to see frequently?
(Rank them in order of their preference)

Sl. No.	Category of advertisement	Rank
1	Beverages	
2	Cosmetics	
3	Health & Hygiene products	
4	Interior decoration items, including furniture	
5	Dress materials	
6	Jewellery items	
7	Food & Confectionery items	
8	Electronic items	
9	Automobiles	
10	Insurance / Banking	
11	Social security schemes	

- 2.19 Do you think that the viewers of advertisement in the media should be well informed about the after effects / side effects on the over consumption of the advertised products?
 Highly Essential Essential Non Essential
- 2.20 Have you ever been deceived through advertisements?
 Yes No
- 2.21 If the answer is Yes, mention the media through which you got deceived
 TV Radio News paper / Periodicals
 Hoardings Others (specify).....
- 2.22 Mention the type of advertised products / services in which you got deceived?
- | Products / Services | Extent of Financial Loss (Rs.) |
|---------------------|--------------------------------|
| 1 | |
| 2 | |
| 3 | |

BLOCK – III

OPINION OF RESPONDENTS REGARDING COMMERCIAL ADVERTISEMENTS OF TOILET SOAPS

- 3.1 Which media influence you to purchase toilet soaps?
 News paper Magazine / Journals Hoardings T.V Radio
- 3.2. When did you get the motivation to buy a particular brand of toilet soap?
 On seeing the advertisement Incentives offered by dealers
 Understanding the proven quality of the soap Seeing the attractiveness the wrapper of the soap
 Low price of the soap Attractive smell of the soap
- 3.3. Who is the influencing person to purchase a particular brand of toilet soap?
 Husband/wife Father/mother Children
 Dealer Friends Co-workers
- 3.4. Have you ever observed advertisement about toilet soaps?
 Yes No
- 3.5. If the answer is yes, did you compare the quality of products with the quality as highlighted in the advertisement?
 Yes No

- 3.6. If the answer is yes, what is your opinion regarding the quality when compared to what has been advertised?
- Very good Good Satisfactory Poor Very poor
- 3.7. From where do you often purchase toilet soaps?
- Super market Margin free market Maveli store
- Provisional store Stationery Stores
- 3.8. What factor influences you in selecting a place of purchase?
- Low price Best quality Convenience
- Personal contact with retailers Availability of selection Credit facilities
- 3.9 Are you a regular purchaser of toilet soap from a particular shop?
- Yes No
- 3.10 What is the frequency of your purchase?
- Once in a week Beginning of month Once in two months
- Once in three months Occasional
- 3.11 When did you prefer advertisements to be shown?
- Before the programme During the programme After the programme
- 3.12 Which part of advertisement influenced you to purchase a particular brand of toilet soap?
- Action of models Songs Sceneries Cartoons
- Comedies Reminiscences of the past
- Highlighting of the natural ingredients
- Highlighting of hygiene consciousness
- 3.13 What is your opinion about the existing style of Advertisement?
- Excellent Good Satisfactory Poor Very poor
- 3.14 Which type of Advertisement you prefer most to be exhibited in case of toilet soaps?
- Sceneries Product ingredients Artistic Sexual Old songs
- Modern songs Sports stars Film Stars Model girls / beauties
- Medicinal plants
- 3.15 What is your opinion about the honest ness of Advertisement?
- Very high High Average Low Very low
- 3.16 Are you a regular purchaser of same brand of toilet soap?
- Yes No

3.17 If the answer is yes, what is the reason for purchase of same brand of toilet soaps?
 Rich lather Pleasant perfume Retention of fragrance

Longer period of use Attractive price Therapeutic value

Non allergic nature Pleasant body odour

3.18 Which type of toilet soaps do you prefer?

Medicated toilet soaps Multi purpose toilet soaps

General purposes toilet soaps Glyceroid toilet soaps

3.19 Which category of toilet soap do you prefer most?

25 gm 75 gm 100 gm 150 gm

3.20 Advertisement for which of the following soaps impressed you most?

Lux Lifebouy Pears Hamam Rexona

Denim Godrej Kavery

Dettol Cinthol Nimra Medimix Mysore Sandal

Jeeva Chandrika Lexus Radhas Santhoor

Neem Liril Palmolive Johnson's Baby

Gladis Others (Specify):

3.21 Did you face any problem associated with the advertisement and consequent purchase of toilet soaps?

Sl. NO.	Problems	Rank
1	Itching of skin	
2	Fungal diseases	
3	Parching of skin	
4	Decolouration of skin	
5	Burning sensations	
6	Appearance of scars /burns on skin	
7	Premature falling of hair	
8	Appearance of pimples	
9	Over consumption of the product	



3.22 In your opinion which type of TV advertisement is more effective in the case of toilet soaps? *

- Those showing description regarding the ingredients, both natural and synthetic, used
- Those showing description regarding the side effects and precautionary measures to be taken
- Those showing details regarding the Date of manufacture and date of expiry
- Those showing price/s of product/s along with the advertisement.

3.23 Which of the following values of advertisement has attracted you more in the case of toilet soaps ?

- Attention value Suggestive value Sentimental value
- Educative value Conviction value Memorizing value
- Instinctive value

3.24 What are your suggestions for a consumer-oriented advertisement with respect to toilet soaps ?

BLOCK – IV

OPINION OF RESPONDENTS REGARDING COMMERCIAL ADVERTISEMENTS OF DETERGENTS

4.1 Which media influence you to purchase detergents?

- News paper Magazine / Journals Hoardings T.V Radio

4.2 When did you get the motivation to buy a particular brand of detergent?

- On seeing the advertisement Incentives offered by dealers

- Understanding the proven quality of the detergent Seeing the attractiveness the wrapper of the detergent

- Low price of the soap Attractive smell of the detergent

4.3 Who is the influencing person to purchase a particular brand of detergent?

- Husband/wife Father/mother Children
- Dealer Friends Co-workers

4.4 Have you ever observed advertisement about detergents?

- Yes No

4.5 If the answer is yes, did you compare the quality of products with the quality as highlighted in the advertisement?

Yes No

4.6 If the answer is yes, what is your opinion regarding the quality when compared to what has been advertised?

Very good Good Satisfactory Poor Very poor

4.7 From where do you often purchase detergents?

Super market Margin free market Maveli store

Provisional store Stationery Stores

4.8 What factor influences you in selecting a place of purchase?

Low price Best quality Personal contact with retailers

Convenience Availability of selection Credit facilities

4.9 Are you a regular purchaser of detergents from a particular shop?

Yes No

4.10 What is the frequency of your purchase?

Once in a week Beginning of month Once in two months

Once in three months Occasional

4.11 When did you prefer advertisements to be shown?

Before the programme During the programme After the programme

4.12 Which part of advertisement influence you purchase a particular brand of detergents?

Action of models Songs Sceneries

Cartoons Comedies Reminiscences of the past

Highlighting of the natural ingredients Highlighting of hygiene consciousness

4.13 What is your opinion about the existing style of Advertisement

Excellent Good Satisfactory Poor Very poor

4.14 Which type of Advertisement you prefer most in case of detergents?

Sceneries Product ingredients Artistic Sexual

Old songs Modern songs Sports stars Film Stars

Model girls / beauties Medicinal plants

- 4.15 What is your opinion about the honesty of Advertisement?
 Very high High Average Low Very low
- 4.16 Are you a regular purchaser of same brand of detergents?
 Yes No
- 4.17 If the answer is yes, what is the reason for purchase of same brand of detergent?
 Rich lather Pleasant perfume Retention of fragrance
 Longer period of use Attractive price Therapeutic value
 Non allergic nature
- 4.18 Which category of detergent do you prefer most?
 500 gm 1kg. 1.5kg. 3kg. 4kg.
- 4.19 Advertisement for which of the following detergents impressed you most ?
 Henko Wheel Ariel Surf Sunlight
 Ms Mary Rin Mr.White Nirma
 Starlite Tide Others (Specify).....
- 4.20 Did you face any problem associated with the advertisement and consequent purchase of detergents?

Sl. NO.	Problems	Rank
1	Itching of skin	
2	Parching of skin	
3	Fading of the colour of clothes	
4	Damages to clothes	
5	Burning sensations	
6	Excessive consumption of detergents than the recommended quantity in the advertisement	
7	Excessive use of water	
8	Non removal of dirt from clothes	
9	Excessive use of chemicals/ synthetic materials	

- 4.21 In your opinion which type of TV advertisement is more effective in the case of detergents?
 Those showing description regarding the ingredients, both natural and synthetic, used
 Those showing description regarding the side effects and precautionary measures to be taken
 Those showing Price/s of product/s along with the advertisement.
 Those showing the method of use of product, including the quantity to be used

4.22 Which of the following values of advertisement has attracted you more in the case of detergents?

- Attention value Suggestive value Educative value
 Conviction value Sentimental value Memorizing value
 Instinctive value

4.23 What are your suggestions for a consumer-oriented advertisement with respect detergents?

Suggestions:

BLOCK - V

OPINION OF RESPONDENTS REGARDING COMMERCIAL ADVERTISEMENTS OF TOOTH PASTE

5.1 Which media influence you to purchase tooth paste?

- News paper Magazine / Journals Hoardings
 T.V Radio

5.2 When did you get the motivation to buy a particular brand of tooth paste?

- On seeing the advertisement Incentives offered by dealers
 Understanding the proven quality of the tooth paste
 Seeing the attractiveness the package of tooth paste
 Low price of the toothpaste Attractive colour of the tooth paste

5.3 Who is the influencing person to purchase a particular brand of toothpaste?

- Husband/wife Father/mother Children Dentist
 Dealer Friends Co-workers

5.4 Have you ever observed advertisement about toothpastes?

- Yes No

5.5 If the answer is yes, did you compare the quality of products with the quality as highlighted in the advertisement? Yes No

5.6 If the answer is yes, what is your opinion regarding the quality when compared to what has been advertised?

- Very good Good Satisfactory Poor Very poor

5.7 From where do you often purchase toothpaste?

- Super market Margin free market Maveli store
 Provisional store Medical shop Stationery Stores

5.8 What factor influences you in selecting a place of purchase?

- Low price Best quality Convenience
 Availability of selection Credit facilities Personal contact with the retailer

5.9 Are you a regular purchaser of tooth paste from a particular shop?

- Yes No

5.10 What is the frequency of your purchase?

- Fortnightly Monthly Bimonthly
 Quarterly Occasional

5.11 When did you prefer advertisements of toothpastes to be shown?

- Before the programme During the programme After the programme

5.12 Which part of advertisement influence you purchase a particular brand of toothpaste?

- Action of models Highlighting of the natural ingredients
 Songs Highlighting of hygiene consciousness
 Sceneries Highlighting of beautiful teeth & smile
 Cartoons Highlighting a feeling of protection of teeth
 Comedies Reminding of spurious family and friendly relations due to bad breath
 Realistic life styles

5.13 What is your opinion about th existing style of Advertisement of toothpastes?

- Excellent Good Satisfactory Poor Very poor

5.14 Which type of Advertisement you prefer most in case of toothpastes?

- Sceneries Product ingredients Artistic Sexual Old songs
 Modern songs Model girls /Beauties Sports stars Film Stars
 Medicinal plants

5.15 What is your opinion about the honest ness of Advertisement in the case of toothpastes?

- Very high High Average Low Very low

5.16 Are you a regular user of same brand of toothpaste?

- Yes No

5.17 If the answer is yes, what is the reason behind the use of same brand of toothpaste?

- Seeking of Fresh breath Dental health consciousness
 Calcium protection Small quantity is needed
 Attractive price Therapeutic value
 Non allergic nature Avoidance of foul odour for longer periods

5.18 Which type of toothpastes do you prefer?

- Vegetarian Ayurvedic General purpose
 Special purpose Gel type

5.19 Which category of tooth paste do you prefer most?

- Travel pack 25 gm 50gm
 75 gm
 100 gm 150 gm Family pack

5.20 Advertisement for which of the following toothpaste impressed you most?

- Colgate Close up Meswake Anchor
 Neem Dabur Babool Pepsodent Forhans
 Promise Vicco

5.21 Did you face any problem associated with the advertisement and cosequent purchase of toothpastes?

Sl. No.	Problems	Rank
1	Canis tooth	
2	Stomatitis	
3	Aphthous Ulcer	
4	Sensitivity	
5	Decaying of teeth	

5.22 Given a choice what colour would you prefer in the case of tooth paste ?

- Red Pink Yellow White
 Green Others (specify).....

5.23 In your opinion which type of TV advertisement is more effective in the case of toothpastes?

- Those showing description regarding the ingredients, both natural and synthetic, used
 Those showing description regarding the side effects and precautionary measures to be taken
 Those showing details regarding the Date of manufacture and Date of expiry
 Those showing Price/s of product/s along with the advertisement.

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