# EFFECTIVENESS OF WEB ADVERTISEMENTS WITH SPECIAL REFERENCE TO SELECT SERVICES

## Questionnaire

### I. Personal Information

1. Name of the viewer:  
   
2. Gender:  
   - Male [ ]  
   - Female [ ]

3. Age:  
   - Upto 25 [ ]  
   - 26-35 [ ]  
   - 36-45 [ ]  
   - 46-55 [ ]  
   - Above 55 [ ]

4. Education:  
   - H.Sc [ ]  
   - ITI/Diploma [ ]  
   - Degree [ ]  
   - Post-graduation and above [ ]

5. Occupation:  
   - Employed [ ]  
   - Profession [ ]  
   - Students [ ]  
   - Business [ ]

6. Monthly income (Rs.):  
   - Below 20000 [ ]  
   - 20001-30000 [ ]  
   - 30001-40000 [ ]  
   - Above 40000 [ ]

7. Household size (in Nos.):  
   - Upto 2 [ ]  
   - 3 and 4 [ ]  
   - 5 and 6 [ ]  
   - 7 and above [ ]

8. Family structure:  
   - Nuclear family [ ]  
   - Joint family [ ]
9. Marital status : Married [ ]
               Unmarried [ ]

10. Religion : Hindu [ ]
             Muslim [ ]
               Christian [ ]

11. Block you belong to : Attur [ ]
                 Salem [ ]
                   Mettur [ ]
                     Sankari [ ]
                       Omalur [ ]

II. Information Pertaining to Study

1. Do you have access to internet?

   Yes [ ]
   No [ ]

2. How long have you been using the internet?

   Less than one year [ ]
   1-2 years [ ]
   2-3 years [ ]
   Above 3 years [ ]

3. How frequently do you access the internet?

   Daily [ ]
   Weekly twice [ ]
   Weekly [ ]
   Monthly twice [ ]
   Monthly once [ ]
4. State your purpose to use internet:

- Seeking job [ ]
- Matrimonial purpose [ ]
- Banking and insurance purpose [ ]

5. Which search engine do you like most to access the internet?

- Google [ ]
- Yahoo [ ]
- MSN [ ]

6. State your level of awareness about web advertisement:

- Aware [ ]
- Partially aware [ ]
- Not aware [ ]

7. What kind of web advertisement message do you like?

- Like a Great Deal [ ]
- Like a Lot [ ]
- Like a Moderate Amount [ ]
- Like a Little [ ]
- Do Not Like at All [ ]

7.1 Funny [ ]
7.2 Creative [ ]
7.3 Unique [ ]
7.4 Informative [ ]
7.5 Meaningful [ ]
7.6 Short and crisp [ ]
7.7 Inoffensive [ ]
7.8 Emotional [ ]
7.9 Crazy [ ]
7.10 Simple [ ] [ ] [ ] [ ] [ ] [ ]
7.11 Straightforward [ ] [ ] [ ] [ ] [ ] [ ]
7.12 Offbeat [ ] [ ] [ ] [ ] [ ] [ ]
7.13 Genuine [ ] [ ] [ ] [ ] [ ] [ ]
7.14 Social massage [ ] [ ] [ ] [ ] [ ] [ ]
7.15 Subtle [ ] [ ] [ ] [ ] [ ] [ ]

8. State your level of acceptance on the following attributes of web advertisement.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Un decided</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.1 Trust</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.2 Interactivity</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.3 Reach more customers</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.4 Personal touch</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.5 Expert insight</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.6 Another salesperson</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.7 Accessibility</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.8 Affordable</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.9 Speed</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.10 Informative</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.11 Better branding</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.12 Cost effectiveness</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.13 Global reach/wide coverage</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.14 Targeting particular user groups</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>8.15 Delivery of more content</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
8.16 Longer shelf-life for messages and information
8.17 Faster delivery
8.18 Better presentation
8.19 Online adjustment
8.20 Faster feedback
8.21 Enjoyment
8.22 Involvement
8.23 Task performance
8.24 Persuasion
8.25 Memory

9. Mention any one most favourite web advertisement that you are viewing?
   
   Job sites
   Matrimonial
   Banking and insurance

10. Please state your level of satisfaction on the following statements with respect to your most favourite web advertisement.

   10.1 Consistent with company image
   10.2 Creative/interesting
   10.3 Informative
   10.4 Memorable
   10.5 Originality/truth ness
10.6 Influential value
[ ] [ ] [ ] [ ] [ ] [ ]
10.7 Believable/reliability
[ ] [ ] [ ] [ ] [ ] [ ]
10.8 Clarity of the theme
[ ] [ ] [ ] [ ] [ ] [ ]
10.9 Availability of replay facility
[ ] [ ] [ ] [ ] [ ] [ ]
10.10 Ethical value
[ ] [ ] [ ] [ ] [ ] [ ]
10.11 Layout and design
[ ] [ ] [ ] [ ] [ ] [ ]
10.12 Colour
[ ] [ ] [ ] [ ] [ ] [ ]
10.13 Music/sound
[ ] [ ] [ ] [ ] [ ] [ ]
10.14 Type of ad
[ ] [ ] [ ] [ ] [ ] [ ]
10.15 Better presentation
[ ] [ ] [ ] [ ] [ ] [ ]

11. State your level of acceptance on the following statements in relation to the effectiveness of the most favourite your web advertisement:

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.1</td>
<td>Increases interactivity</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.2</td>
<td>Global reach/wide coverage</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.3</td>
<td>Improves personal touch</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.4</td>
<td>Increases speed</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.5</td>
<td>Cost effectiveness</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.6</td>
<td>Targets particular user groups</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.7</td>
<td>Faster feedback</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.8</td>
<td>Increases customer expectations</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
11.9 Changes the way people shop [ ] [ ] [ ] [ ] [ ] [ ]
11.10 Reduces mental stress [ ] [ ] [ ] [ ] [ ] [ ]
11.11 Attractive display [ ] [ ] [ ] [ ] [ ] [ ]
11.12 Increases conversion rate [ ] [ ] [ ] [ ] [ ] [ ]
11.13 Enables to know number of visits generated [ ] [ ] [ ] [ ] [ ] [ ]
11.14 Information requests [ ] [ ] [ ] [ ] [ ] [ ]
11.15 Increases offline sales [ ] [ ] [ ] [ ] [ ] [ ]

12. State your level of acceptance on the following statements in relation to the problems in the most favourite your web advertisement.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.1</td>
<td>Unable to share with others</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.2</td>
<td>Unable to understand the purpose of ad</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.3</td>
<td>Disturbing while working</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.4</td>
<td>Timeout problem</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.5</td>
<td>Disconnectivity of the site</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.6</td>
<td>Consumers do not trust advertising</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.7</td>
<td>Consumers do not want to view advertising</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.8</td>
<td>Psychological fear of information technology</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.9</td>
<td>Not an emotional medium like television</td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>12.10 Limited space</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.11 Unable to target all the potential customers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.12 Lack of advertising ethics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.13 Lack of innovation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13. What do you suggest to improve the effectiveness of web advertisements?