APPENDIX - III

Advertising Effectiveness Survey Questionnaire

Instructions: (i) Please Tick (/ ) one item for each question.

(ii) Please give the priority where demanded.

(iii) The purchase decision maker is the person to fill up the form.

1. Name:

2. Address:

3. Sex: (a) Male
   (b) Female

4. Age-group: (a) Below 20
   (b) Between 20 and 40
   (c) Between 40 and 60
   (d) 60 and above

5. Total Family income (per-month):
   (a) Up to Rs. 1000/-
   (b) Rs. 1000/- to 2000/-
   (c) Rs. 2000/- to 3000/-
   (d) Rs. 3000/- and above.
6. Professional/Vocational background:
   (a) Professional
   (b) Business
   (c) Govt. Official
   (d) House-wife
   (e) Any other ______

7. Number of members in the family: ______

8. Consumption of washing powder: ______
   (per month in Kg.)

9. Which brand of washing powder do you use?
   (a) Nirma
   (b) Hipolin
   (c) Vimal
   (d) Bharat
   (e) Surf
   (f) Dett
   (g) Key
   (h) Any other: ______

10. Have you tried any other brand before the present brand? If yes, why have you given it up? Please mention.

11. Why do you use a washing powder of a particular brand?
Because of its
(a) Reasonable price
(b) Good appearance
(c) Advertisement
(d) Habit
(e) Good quality
(f) Social Reason
(g) Any other reason you may have: _______

12. In which medium have you seen the advertisement of your brand?
(a) Newspaper
(b) Magazine
(c) Outdoor advertisements
(d) Cinema
(e) Radio
(f) Television

13. Television advertisement of which brand of washing powder do you like the most?
(a) Nirma (f) Det
(b) Hipolin (g) Bharat
(c) Vimal (h) Any other: _______
(d) Besto
(e) Surf