Annexure-I

QUESTIONNAIRE

General Information of Respondents

Name: Mr./Mrs./Ms. ____________________________ Gender (Male/ Female) Age ______

1. Occupation
   a) Business  b) Services  c) Student  d) Housewife  e) Any other

2. Education : Post Graduation and above _____ Graduation _____

3. Income ( INR per Month)
   a) Below 10,000  b) 10,000 - 20,000  c) 20,000 - 30,000  b) Above 30,000

SECTION-I

Opinion and Perceptions of Respondents regarding Commercial Advertising:

1.1. Tick against that programme which you watch frequently and like the most
   News _____
   Films _____
   Sports Programme _____
   Children Programme _____
   Serials _____
   Musical Programme _____
   Any other _____

1.2. How much Interest do you have in commercial ads ?
   Great Interest
   Reasonable Interest
   No Interest

1.3. Recollect some ads which give information in respect of availability of the products:

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   ---------------------------------------------------
   ---------------------------------------------------
1.4. Which of the following aspect of the advertisement you remember most?

   a) Logo / Brand name  b) Colour  c) Slogan
   d) Theme  e) Punch line

1.5. When looking at an advertisement, which type of advertising messages do you prefer?

   a) Present Product features and functions clearly
   b) Showing creative design
   c) Showing social life and relationship
   d) More suitable for localized advertising style
   e) More suitable to remain foreign style

1.6. Name certain ads which do not appeal to you

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1.7. Tick against the reasons due to which you get bored from ads.

- Ads are in large no. at a stretch
- Ads are of a longer duration
- Ads are two repetitive
- The product being advertised is of no interest to you
- Ads over estimate the chains of the product/Services.

1.8. What is the Respondent’s perceptions regarding the Influence of Advertising:

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Advertising widens your range of choice in a particular market.</td>
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<tr>
<td>b) You look upon advertisement as a source of entertainment.</td>
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<tr>
<td>c) You look upon advertisement as a source of information</td>
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<tr>
<td>d) Advertisement involving the role played by celebrities/children, always impress you.</td>
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<tr>
<td>e) TV Commercials can easily convince you to buy certain products</td>
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</tbody>
</table>
f) You always try for those products whose commercials you saw on TV

g) A product with a good advertisement, but with poor quality, even disappointed you

h) You show strong responses to premium/gifts/descents/offers in TV advertising directed to you.

1.9. What are the different factors influencing the customers to go for the purchase?

<table>
<thead>
<tr>
<th>Unimportant</th>
<th>Very Important</th>
<th>Important</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Brand image</td>
<td>( )</td>
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</tr>
<tr>
<td>b) Style/ Design</td>
<td>( )</td>
<td>( )</td>
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</tr>
<tr>
<td>c) Brand name</td>
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<td>d) Quality</td>
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<tr>
<td>e) Advertisements</td>
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</tr>
<tr>
<td>f) Price</td>
<td>( )</td>
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<tr>
<td>g) Durability</td>
<td>( )</td>
<td>( )</td>
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<tr>
<td>h) Trend</td>
<td>( )</td>
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<tr>
<td>i) Word of mouth</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
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<tr>
<td>j) Availability</td>
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<td>( )</td>
</tr>
</tbody>
</table>

1.10. What is the Respondent’s purchase behavior after the Influence of Advertising?

<table>
<thead>
<tr>
<th>Possibly</th>
<th>Possibly</th>
<th>Yes</th>
<th>Yes</th>
<th>Can’t Say</th>
<th>No</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Have you purchased any product/for use on the basis of ads. Services</td>
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<tr>
<td>2. Are you satisfied with the product being purchased as exhibited in the ads.</td>
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</tr>
<tr>
<td>3. Once you are satisfied, do you buy other products also on the basis of ads.</td>
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<tr>
<td>4. If dissatisfied, Do you decide not to buy any product on the basis of an ad in future as well.</td>
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<tr>
<td>5. Do you remain flexible in respect of buying decision.</td>
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</tr>
</tbody>
</table>
7. Have you ever shifted your preference from one brand to another on the basis of ads to purchase such products.

1.11. What is the importance of advertisement:

When I learn, I learn by:

<table>
<thead>
<tr>
<th>Thinking</th>
<th>Watching and listening to some source</th>
<th>Feeling</th>
<th>Doing myself</th>
</tr>
</thead>
</table>

When I see an advertisement:

a) I get involved
b) I like to observe
c) I like to be active
d) I evaluate things

When I am watching an advertisement:

a) I am a responsible person
b) I am reserved person
c) I am rational person
d) I am an accepting person

I believe an advertisement when:

a) I get personally involved and liked it
b) I believe the ideas that it tells the reality
c) I will try things for myself.
d) I like to see things from my experience.

1.12. Please TICK your opinion on the following Statements?

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
</table>

1. Advertising is essential

2. Advertising is valuable as a source of product information

3. In general, advertising is misleading.

4. Quite often, advertising is amusing and entertaining.

5. Advertising persuades people to buy certain things which they should not buy

6. Most advertising undermines the intelligence of the average consumer

7. Advertising helps to raise our standards of living
8. Advertising results in better products purchase by the public.

9. Advertising tells me what people with life styles similar to mine, are buying and using.

10. Advertising is making us a materialistic society, which is merely interested in buying and owing things.

11. Advertising tells me which brands have the features. I am looking for.

12. Sometimes, I take pleasure in thinking about what I saw or heard or read in advertisement.

13. Advertising makes people buy unaffordable products just to show off.

14. In general, advertising results in lower prices.

15. Advertising helps me know which products will or will not reflect the sort of person I am.

16. In general, advertisements present a true picture of the products advertised.

17. Sometimes, advertisements are even more enjoyable than other media contents.

18. In general, advertising helps our nation’s economy.

19. Mostly, advertising is wasteful of our economic Resources.

20. Because of advertising, people buy a lot of things they do not really need.

21. In general, advertising promoters competition, which benefits the consumer.

22. Some products/services promoted in advertising are bad for our society.

23. Advertising helps me to keep up to date information about product/services available in the market place.

24. Mostly advertising distorts the value of our youth.
SECTION-II
NON –DURABLE PRODUCT (THUMS-UP)

Opinion of Respondents Regarding Commercial advertisements of Thumb Up

3.1. Can you Recall any of the three Advertisements of soft drink?
   a) ____________________________  b) ____________________________
   c) ____________________________

3.2 What is the Punch line of “Thums-up” campaign?

3.3 Respondent’s Recall regarding the Advertising:

<table>
<thead>
<tr>
<th>Item</th>
<th>Yes</th>
<th>Possibly</th>
<th>Can’t Recall</th>
<th>Possibly</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>I remember the Thums Up Advertisement</td>
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<tr>
<td>Pepsi is projected in Ad “Ye Dil Mange More”</td>
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<tr>
<td>“Thumps up” Ad is anchored by Salman Khan</td>
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<tr>
<td>I remember the product of “Thums Up” but not advertisement.</td>
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<tr>
<td>“Thums up” portray masculinity along with the pleasure of drinking</td>
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</tbody>
</table>

3.4 Does repetition of ads. regarding soft drink affect your buying behavior positively?
   a) Always  b) Most of times  c) Sometimes  d) Never

3.5 How oftenly you happened to watch Soft drink ad?
   a) Always  b) Most of times  c) Sometimes  d) Never

3.6 How important is the product information in the ad?
   a) Very Important  b) Important  c) Neutral  d) Less Important  e) Least Important

3.7 Do you think media influences the recall of advertisements?
   a) Yes  b) No
3.8 What is the importance of the following in Soft drink Advertising?

<table>
<thead>
<tr>
<th></th>
<th>Very Important</th>
<th>Important</th>
<th>Neutral</th>
<th>Less Important</th>
<th>Least Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Slogan</td>
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<tr>
<td>b) Logo</td>
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<td>c) Visual effects</td>
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<tr>
<td>d) Model Displayed</td>
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<tr>
<td>e) Text</td>
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</tbody>
</table>

3.9. Do you think 'Salman Khan' is suitable for the Thumps up Ad?

a) Yes  b) No

3.10. Does the Appeal / Personality of celebrity have direct impact on Recall Rate?

a) Yes  b) No

SECTION-III
DURABLE PRODUCT (TATA-NANO)

Opinion of Respondents Regarding Commercial advertisements of Tata-Nano

4.1. Can you Recall any of the three Advertisements of Car?

a) ______________________ b) ______________________

c) ______________________

4.2. What is the Punch line of “TATA NANO” campaign?

____________________________________________________________________________________

4.3. Respondent’s Recall regarding the Advertising:

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>Possibly Yes</th>
<th>Can’t Recall</th>
<th>Possibly No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I remember the “Tata Nano” Advertisement</td>
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<td>2. SX4 is projected in Ad “Men are back”</td>
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<tr>
<td>3. “Tata Nano” Ad is anchored by Dhanush</td>
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</tr>
<tr>
<td>4. I remember the product of “Tata Nano” but not advertisement</td>
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<tr>
<td>5. “Tata Nano” portray pleasure of driving with Status</td>
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</tbody>
</table>
4.4. Does repetition of ads. regarding car affect your buying behavior positively?
   a) Always b) Most of times c) Sometimes d) Never

4.5. How oftenly you happened to watch Car ad?
   a) Always b) Most of times c) Sometimes d) Never

4.6. How important is the product information in the ad?
   a) Very Important b) Important c) Neutral d) Less Important e) Least Important

4.7. Do you think media influences the recall of advertisements?
   a) Yes b) No

4.8. What is the importance of the following in Car Advertising?

<table>
<thead>
<tr>
<th></th>
<th>Very Important</th>
<th>Important</th>
<th>Neutral</th>
<th>Less Important</th>
<th>Least Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slogan</td>
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<tr>
<td>Logo</td>
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<tr>
<td>Visual effects</td>
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<td>Model Displayed</td>
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<tr>
<td>Message Contents</td>
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</tbody>
</table>

4.9. Do you think ‘Dhanush’ Celebrity is suitable for the TATA NANO Ad?
   a) Yes b) No

4.10. Does the Appeal / Personality of celebrity have direct impact on buying of Car?
      a) Yes b) No

Are there any other point you would like to make advertisement effective?

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