Appendix I – Store Exit Interview Questionnaire

University of Mysore

Effectiveness of Advertisement
A study of Soft Drinks in Bangalore city

Dear Sir/ Madam,

I am a research student of Mysore University. As part of my academic research study, I am investigating the effectiveness of Soft Drinks Advertisement in Bangalore City. I would be asking a few questions on Soft Drinks. I request you to give factual answers. The data that you are going to provide now by answering some simple questions would go a long way in helping the research study in meeting its objectives. Your contribution is highly appreciated. The data and the identity would be kept confidential and used only for the research purposes.

Thank you for your kind co-operation.

With Regards,

R. Ravindra (Research Scholar)

Q1. Have you purchased carbonated soft drinks in the past month for your own consumption? (Y/N)

<Continue only if the answer to the above is ‘Yes’ and terminate the interview by thanking the shopper as the Researcher is interested only in Consumer shoppers>
Exit Interview Questionnaire

A1. Name of the Store:

A2. Area / Locality:

A3. Income Category of the location: Medium (1) / High (2)

A4. Trade Channel: E&D(1) / Convenience(2) / Grocery(3)

A5. Store Category (1/2): Gold (1) / Diamond (2)

__________________________            ________________         ______________
Notes under Part A pertain to the Soft Drink Advertisement that you would have watched on TV / Seen in News papers / Magazines in the last 3 months. Kindly recollect it and give your feedback. < Advertisement Awareness >

<table>
<thead>
<tr>
<th>Brand Advertised</th>
<th>Celebrity Name</th>
<th>#Got it right(Y/N)</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C2.</td>
<td></td>
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<td>C3.</td>
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<td>C4.</td>
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<td>C5.</td>
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</table>

# - Each correct recording have to be given Yes – 1 / No – 0 values for analysis

Note: List of 10 Ads given in the attached sheet for reference.

Favorite Brand

D1. Thinking about your favorite soft drink, which one brand would you say is your Favorite.

D2. Thinking about your favorite soft drink, which one brand would you say is your second favorite soft drink.

(1-Coca-Cola, 2-TumpsUp, 3-Fanta, 4-Sprite, 5-Limca, 6-Maaza)
(7-Pepsi, 8-Mirinda, 9-Mountain Dew, 10-7 Up)
E. In going through the store on this shopping trip, did any particular Soft Drink or Soft Drink displays catch your eye, or stand out from the others in any way?


F1. Which of the following reasons best describes your reasons for purchasing Soft Drink today?

1. It was time to replenish my supply at home
2. I am expecting guests and need to have enough soft drinks on and
3. I noticed that some of the soft drinks I like are on sale now
4. I was attracted by a particular soft drink display and it made me feel like buying soft drinks.
5. I was in the mood to buy soft drinks before I started shopping.
6. I was thirsty and needed a thirst quencher like soft drinks.
Questions under Part A pertain to the Soft Drink Advertisement that you would have watched on TV / Seen in Newspapers / Magazines in the last 3 months.

1. Part A

<table>
<thead>
<tr>
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<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Disagree</td>
<td>Disagree</td>
<td>Unsure</td>
<td>Agree</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>

**Celebrity Endorsement**

1.1. The model is Good Looking, Pretty and attractive.

1.2. The Model and the Brand advertised match-up well.

1.3. The model is trustworthy

1.4. The model is believable

1.5. I like the model in the advertisement

Now I’d like you to tell me how well each of the following phrases describe the display that you have seen in the store.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
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<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>POP Advertisement</td>
<td>Strongly Disagree</td>
<td>Disagree</td>
<td>Unsure</td>
<td>Agree</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>

1.6. Makes it easier to find the Soft Drink of my choice.

1.7. Is different from other displays in a pleasing way.

1.8. Makes Soft Drinks stand out from other brands.

1.9. Improves my overall perception of the store.

1.10. Makes me want to purchase soft drinks more frequently.
2. Part B

Attitude towards the Brand
2.1. The Advertised Brand is Good and of high quality. □ □ □ □ □
2.2. I have developed a strong liking for the Brand. □ □ □ □ □

Attitude towards the Advertisement
2.3. I have developed a strong liking for the Advertisement. □ □ □ □ □
2.4. I rate the Advertisement as Good and Pleasant □ □ □ □ □

Purchase Intent
2.5. I like the brand and would like to purchase it. □ □ □ □ □
2.6. I would ask for the advertised brand when I am shopping next time. □ □ □ □ □

Thank you very much for your wonderful cooperation