Annexure
Role of Celebrities in Advertising

Celebrity Advertised Products V/S Non Celebrity Advertised Products

Questions for Survey:-

1) Name - ____________________________________________________________

2) Age Group?
   □ 4 to 12 years          □ 12 to 24 years
   □ 24 to 35 years        □ 35 to 50 years
   □ 50 to 65 years        □ 65 years and above

3) Your gender?
   □ Male                   □ Female

4) Please select your Education level?
   □ Illiterate            □ 5<sup>th</sup> to 8<sup>th</sup> Standard
   □ 8<sup>th</sup> to 12<sup>th</sup> Standard □ 12<sup>th</sup> to Graduate
   □ Post Graduation and Above

5) Please select your type of occupation?
   □ Businessman          □ Professional
   □ Student              □ Other

6) Please select your Income level?
   □ Below Rupees 1 Lac   □ Rs. 1 Lac to 2 Lacks
   □ Rs. 2 Lacks to 5 Lacks □ Over Rs. 5 Lacks

7) Which type of media gets your attention?
   □ Print                  □ Radio
   □ Television            □ Word of Mouth

8) On which type of media, you mostly view the advertisements?
   □ Print Media           □ Radio
   □ Television            □ Online Media
9) How does an advertisement affect you?
   - Recall
   - Positive Impression
   - Interest
   - Desire to Purchase

10) According to you, which aspect of an advertisement is important?
    - Punch Line
    - Background
    - Theme
    - Photography
    - Models/Celebrity
    - Caption

11) Does the celebrity in the advertisement make you think that?
    - The product is of high quality
    - The product be expensive
    - The company must be big
    - It doesn’t affect you

12) Did you ever mentioned about a product/service which is promoted by celebrity advertisement to anyone?
    - Yes
    - No

13) Did anyone ever mentioned about a product/service promoted by celebrity advertisement to you?
    - Yes
    - No

14) How well celebrity mode of advertisement of a product/service did catch your attention?
    - Very Well
    - Somewhat Well
    - Undecided
    - Not Very Well
    - Not at all

15) How do you feel that celebrity advertisement informed you about the product/service?
    - Very Well
    - Well
    - Undecided
    - Not at all
16) How convincing did you find celebrity advertisement?
   □ Very Convincing    □ Convincing
   □ Undecided          □ Not Convincing

17) How memorable did you find celebrity advertisement?
   □ Very Memorable      □ Memorable
   □ Undecided          □ Not Memorable

18) In general, how would you rate the quality of celebrity advertisement compared to non-celebrity ads of a similar nature?
   □ Excellent      □ Good
   □ Fair           □ Undecided
   □ Poor

19) If deciding between this product and a competing product, how much would celebrity ad influence you to buy the product?
   (Very Strongly, Strongly, Undecided, Very Negative, Negative)

20) Which of the following would you use to describe celebrity advertisement?
   (Please check all that apply)
   □ Appealing   □ Convincing
   □ Creative    □ Attractive
   □ Believable  □ Memorable
   □ Not Credible

21) How long does the impact of celebrity advertisement last on you?
   □ Approximately Few hours    □ Approximately One day
   □ Approximately One week     □ Approximately One month
   □ Approximately More than a month  □ Undecided
22) Does an advertisement featuring your favorite celebrity urge you to try a new brand?

☐ Yes ☐ No

23) What makes an advertisement memorable to you?

(Please check one box)

☐ Celebrity used ☐ Outrageous animation and
☐ Use of tones of props and costumes ☐ ICT activity
☐ Funny Concept ☐ Storyline
☐ Use of certain music or lyrics

24) Based on celebrity advertisement, how likely would you be to purchase the product promoted by them in the future?

☐ Very Likely ☐ Somewhat Likely
☐ Undecided ☐ Not Likely

25) According to you, which of the two is better washing powder?

☐ Active Wheel ☐ Surf Excel

26) Salman Khan promotes Active Wheel washing powder, does it compels you to prefer Active Wheel over Surf Excel?

☐ Yes ☐ No

27) According to you, which of the two is better food drink?

☐ Boost ☐ Horlicks

28) Sachin Tendulkar promotes Boost, does it compels you to prefer Boost food drink over Horlicks?

☐ Yes ☐ No

29) According to you, which of the two is better laptops series?

☐ Sony Vaio ☐ Dell
30) Kareen Kapoor promotes Sony Vaio laptops, does it compels you to prefer Sony Vaio Laptops over Dell Laptops?
□ Yes □ No

31) According to you, which of the two is better suiting?
□ Donear Suiting □ Raymonds Suiting

32) Vivek Oberoi promotes Donear Suiting does it compels you to prefer Donear Suiting over Raymonds Suiting?
□ Yes □ No

33) According to you, which of the two is better toothpaste?
□ Colgate Toothpaste □ Pepsodent Toothpaste

34) Shahrukh Khan promotes Pepsodent Toothpaste does it compels you to prefer Pepsodent Toothpaste over Colgate Toothpaste?
□ Yes □ No

35) What are the factors which are considered by you while purchasing a product?
□ Price of the Product □ Quality of the Product
□ Brand Image □ Advertising
□ Mouth to Mouth Publicity □ Others